

ENERGY STAR. The simple choice for energy efficiency.



ENERGY STAR

Consumer Education & Marketing Update





Integrated Marketing Strategy and Evaluation

Owned	Earned	Paid	Shared
<ul style="list-style-type: none">• Website• Newsletter• ENERGY STAR social media sites• ENERGY STAR blog	<ul style="list-style-type: none">• Traditional media• Online outlets• Blogger networks	<ul style="list-style-type: none">• Sponsored blogs• Online ad networks• YouTube pre-roll• Facebook sponsored posts	<ul style="list-style-type: none">• Partner materials• Social media, i.e., Twitter Parties• Shareable content



Goal: Utilize our owned, earned, paid and shared media to increase customer traction for ENERGY STAR and our partners

- Implement consumer marketing tactics that achieve
 - Impressions
 - Recognition
 - Engagement
 - Consumer loyalty





Review of 2015 Successes

- **Clothes Dryers**
- **LED Lighting**
- **Refrigerators: Flip Your Fridge**
- **Summer Cooling Season**
- **Pool Pumps**
- **Water Heaters**



Dryer Launch

- National media to launch this exciting new ENERGY STAR certified product
 - Advertising and PR
 - Paid search
 - Placements in *Associated Press, The Washington Post, Forbes, Consumer Reports, Money Pit*
 - “Mommy Shorts” blogger outreach
 - Total impressions = 270.7 million





The Washington Post

Home & Garden

These are the first dryers to get an Energy Star rating



Whirlpool's new Duet HybridCare Energy Star Dryer and the matching washer in the dark gray color called "Chrome Shadow." (Whirlpool)

By Jura Koncius February 12 [Follow @jurakoncius](#)

Is your dryer smart enough?

Forty-five of the first-ever Energy Star-certified dryers have arrived in stores for your Presidents' Day weekend shopping pleasure. They may not save you a fortune on energy costs, but if you upgrade to one, you will be

ConsumerReports.org

Washers and dryers that save effort and energy While they don't make laundry day fun, they do save work and money

Published: February 03, 2015 01:45 PM



Find Ratings



[Clothes dryers](#) [Washing machines](#)

Do you know any laundry enthusiasts? Unlike cooking, washing and folding laundry isn't fun—no matter how you spin it—but when your washer breaks and dirty laundry piles up, you quickly appreciate a machine that gets the job done.

Front-loaders and high-efficiency top-loaders clean best, while using less water, yet agitator washers remain the best sellers because they're usually cheaper and faster. Tougher federal standards requiring all washers to use even less

Dryers: Homes' Biggest Energy Guzzlers Just Got Greener

The Associated Press

Feb 18th 2015 9:13AM



Whirlpool via AP

The Whirlpool Duet front load Energy Star laundry pair, including the new HybridCare Dryer.

By KATHERINE ROTH

For the first time in six years, Energy Star certification, a standard seal of approval for energy efficiency, has been expanded to include another major household appliance.

Clothes dryers, perhaps the last of the major household appliances to be included in the U.S. Environmental Protection Agency's program, became available in 45 Energy Star models starting Presidents Day weekend, according

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Ask the Expert- ENERGY STAR Clothes Dryers



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THANK YOU!





Flip Your Fridge

- National promotion encouraging consumers to replace (and recycle) their old refrigerators with an ENERGY STAR certified refrigerator
 - National media
 - ELLEN!
 - Owner IQ, AARP, TheNest.com
 - Total impressions = 42.8 million
 - Nearly 20,000 page views (Earth Day through mid June)
 - Partner Activation
 - In-store signing
 - Rebates




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ellen Ellen DeGeneres Like Page

May 15 · Edited ·

Do you know someone who deserves a home full of new appliances? Tell me about them here, and they could wind up with brand new ENERGY STAR appliances! Like an LG dishwasher, refrigerator, washer and dryer, as well as an LG range and microwave! #LaughDancePartner



Nominate a Deserving Person to Win All-New ENERGY STAR Appliances!

Nominate a Deserving Person to Win All-New ENERGY STAR Appliances! Do you know an amazing person with an old outdated refrigerator that deserves an...

ELLENTV.COM



Ellen promotes her ENERGY STAR give-away on Facebook



Partner signage at The Home Depot and Best Buy. Thank you DCSEU and East Grand Forks Water & Light



5-Day "Goal-Post" ads on AARP




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THANK YOU!





ENERGY STAR LED Lighting

- Consumer education to emphasize the benefits of ENERGY STAR for LEDs and to get consumers looking for ENERGY STAR
 - Dimming
 - Renovations
 - Color
 - Lifetime Savings
 - Rebates
- Promotional outreach:
 - Dedicated web page and social media
 - Distribution of fact sheets and buyer guides
 - Twitter Party
 - PR
 - “Vlogger” placements



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ABOUT ENERGY STAR PARTNER RESOURCES SEARCH

The simple choice for energy efficiency.

ENERGY EFFICIENT products ENERGY SAVINGS at home ENERGY EFFICIENT new homes ENERGY STRATEGIES FOR buildings & plants

Home > Products > Join Our Campaign > Lighting

Renovate with ENERGY STAR Certified LED Lighting!

Thinking of cool ways to update your home? Why not start with ENERGY STAR certified LEDs? Whether it's new pendant lights or under-cabinet lighting, ENERGY STAR can provide you with helpful tips on how to choose the right lighting options for your needs. Get helpful information to assist you with your home makeover!

ENERGY STAR PARTNER OFFERS ON FACEBOOK

FIND LED REBATES

MY ENERGY STAR

Welcome to your personalized tool for saving energy with ENERGY STAR.

START SAVING NOW LIGHTING

HELPFUL INFORMATION

Renovate with ENERGY STAR

houzz LIGHTING MADE EASY

BUYER'S GUIDE Useful info and facts to help you make the right lighting choices for your renovation needs.

WHAT TO KNOW ABOUT SWITCHING LIGHTING MADE EASY INFOGRAPHIC

houzz Search Stories, Photos, Products & More...

PHOTOS FIND PROS SHOP KITCHEN BATH BEDROOM LIVING OUTDOOR

What to Know About Switching to LED Lightbulbs

If you've been thinking about changing over to LEDs but aren't sure how to do it and which to buy, this story is for you

Karen Egly-Thompson
Houzz contributor. A former interior designer turned interiors writer... More >

Facebook Twitter Google+ Email Comment | 210 Like | 364 Bookmark | 2k+ Print Embed

Click "Embed" to display an article on your own website or blog.

Swapping out your incandescent lightbulbs for LEDs has several benefits. These include saving money on your electric bill, superior light quality, less impact on the environment and replacing bulbs once every decade or two instead of every few months.

But shopping for LEDs can be a dizzying experience. Aside from the bevy of bulb shapes to choose from, there are terms you've probably heard before, such as lumens and Kelvin, but don't exactly understand. On top of that, there's a seemingly endless array of light types and colors, such as daylight, warm white and so on. When you just need a couple of lightbulbs to replace, it all can be overwhelming.

HUGGABLE
LOVABLE
ROMANCEABLE
DIMMABLE
ENERGY STAR® LED BULBS

ENERGY STAR Make sure your LED bulbs are ENERGY STAR certified and dimmable.

SOULMATEABLE
CHARMABLE
HANDHOLDABLE
DIMMABLE
ENERGY STAR® LED BULBS

ENERGY STAR Make sure your LED bulbs are ENERGY STAR certified and dimmable.





ENERGY STAR Pool Pumps

- Geo-targeted promotion to encourage consumers to purchase ENERGY STAR certified pool pumps this summer season
 - Advertising and PR
 - Google search advertising intercepting active seekers of pool pumps before purchase
 - Media hits included BobVilla.com
 - Total Impressions nearly 2.5 million



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THANK YOU!





ENERGY STAR Cooling Season Outreach

- Consumer education about ways to save energy during the hottest months of the year
- Promotional outreach:
 - Dedicated web page and social media
 - New animated graphics on sealing and insulating for summer
 - Twitter Party
 - PR
 - More than 64 million impressions






ENERGY STAR Water Heaters

- Geo-targeted promotion encouraging consumers to replace their old water heater EARLY – before it breaks down – with an ENERGY STAR certified water heater
 - Advertising
 - Owner IQ
 - Partner Activation
 - In-store signing
 - Rebates






Water Heater Owner IQ Ad Example



UPGRADE AND SAVE BIG

Save up to **\$330** per year with ENERGY STAR-plus more with **rebates**.

Save **BIG** on Water Heaters



Cooling and Heating Guide [Pro Advice »](#)

Read This Before You Replace Your Windows [Pro Advice »](#)

How to Buy a Generator [Pro Advice »](#)

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Home > Remodels & Upgrades

Remodels + Upgrades

Advice and ideas on remodeling and renovations for the whole house or just one room, including before-and-afters, easy upgrades, and the best old house neighborhoods in the country



read this before you upgrade your flooring

This Old House
DOWNLOADABLE LESSON

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A new floor is among the most enduring investments a homeowner can make in any room. Download a complete guide to flooring now [Read Article »](#)

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Additions & Remodeling

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Are you a home improvement pro? [Learn More »](#)

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What's Coming Up?

- ENERGY STAR Most Efficient
- ENERGY STAR Day
- So much more!





ENERGY STAR Most Efficient 2015

- Geo-targeted, customer segmented media campaign
 - Super Greenies
 - Owner IQ
- Timing: October – November 2015
- energystar.gov/mostefficient landing page with targeted pop-ups for select cities/regions.
 - Boston, DC, Sacramento
- Performance data to be tracked: impressions, clicks, CTR, visits to landing page (via Google Analytics)



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ENERGY STAR Most Efficient 2016

- Geo-targeted, customer segmented media campaign
- **NEW!** More Markets
- **NEW!** Timing in coordination with your efforts
- Favor markets with EEPS ENERGY STAR Most Efficient programs
 - Consumer Marketing Toolkit in development
- Let us know your program plans ASAP for consideration



Customizable with Partner Information



Celebrate ENERGY STAR Day!

- Date: October 27, 2015
- Call to Action:
 - Encourage individuals to make a commitment to an energy saving action this ENERGY STAR Day and take the pledge!
- Celebration kicks off with a live streaming event featuring EPA Administrator Gina McCarthy, hosted by ENERGY STAR, DIRECTV and the Discovery Channel!
- How Partners Can Join:
 - Drive the pledge
 - Join the Twitter Party on October 27th
 - Top pledge drivers announced at party





Celebrate ENERGY STAR Day!





Top 5 ENERGY STAR Pledge Drivers 2014/2015

- [Georgia Power Company](#) - 3,495,701,311 lbs
- [Samsung Electronics](#) - 159,147,570 lbs
- [Nissan North America](#) - 101,380,476 lbs
- [Food Lion LLC](#) - 53,514,036 lbs
- [Verizon](#) - 19,854,112 lbs

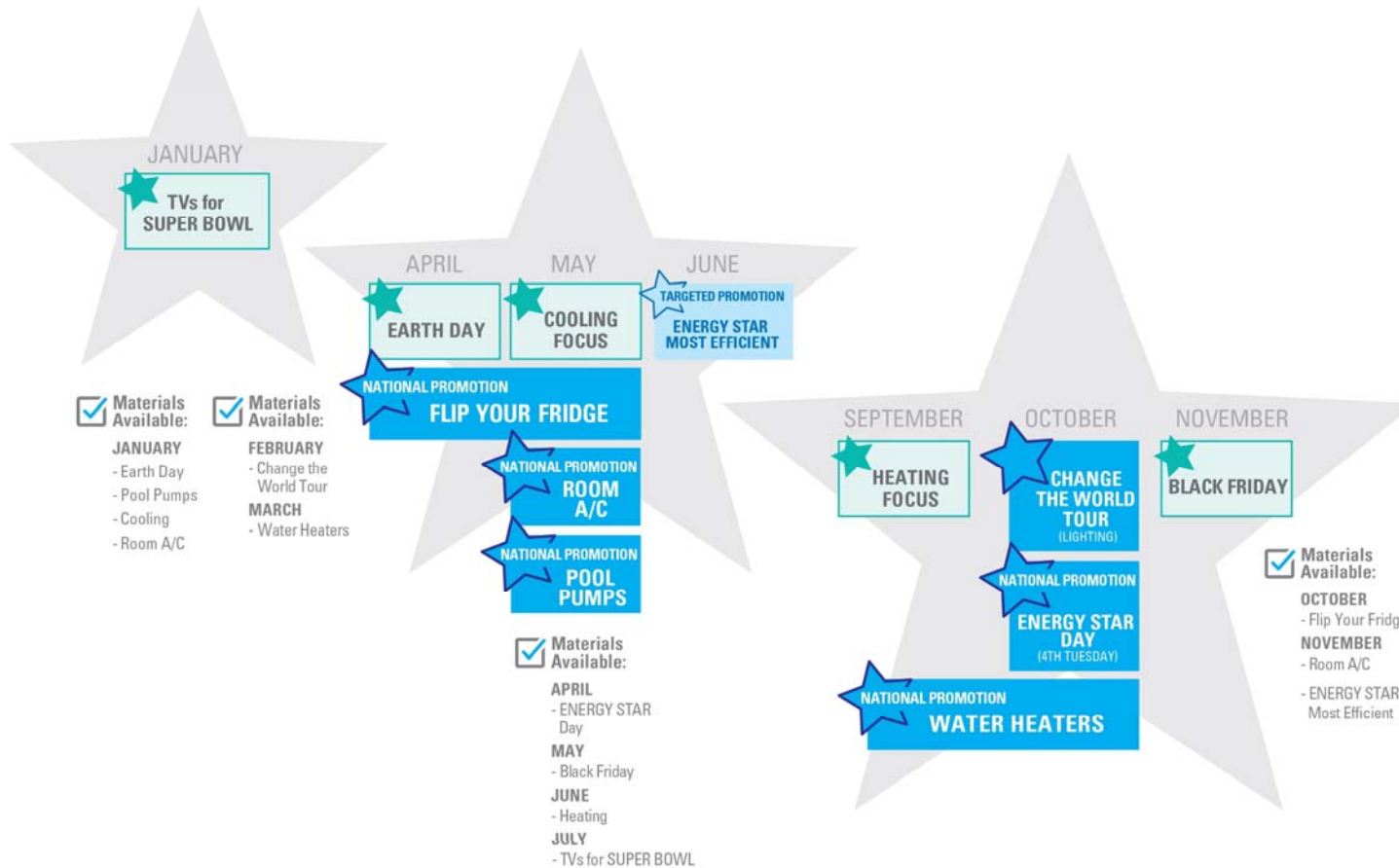
(Number equals lbs of greenhouse gas emissions saved)

- **Official announcement** at ENERGY STAR Day Twitter Party on October 27th!





Annual Outreach Plan: ENERGY STAR® PRODUCTS





Join Us for Further Activities and Opportunities

- Tour
 - Communications Marketing Working Session today at 4 pm
- Flip Your Fridge
 - Recipes for Success: Flip Your Fridge and Other Appliance Promotions Session at 3:30 pm on Wednesday
- Get Social with Us!





Questions/Feedback?

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