

The Reach of the Extreme Value Channel

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Presentation Agenda

- Intro
- Reach of the extreme value channel
- Product flow
- #LightTheMoment
- Earth day promo results
- What's next?
- Closing Thoughts

About L'Image Home Products

Mission

To offer
Innovative and
energy-efficient
products under
trusted brands at
affordable prices



Awards - 2018

US Environmental Protection Agency
Excellence Award in Promotion



National Resources Canada
ENERGY STAR
Manufacturer of the Year – Lighting



We celebrated
20 years in 2018!

Big Players in Extreme Value

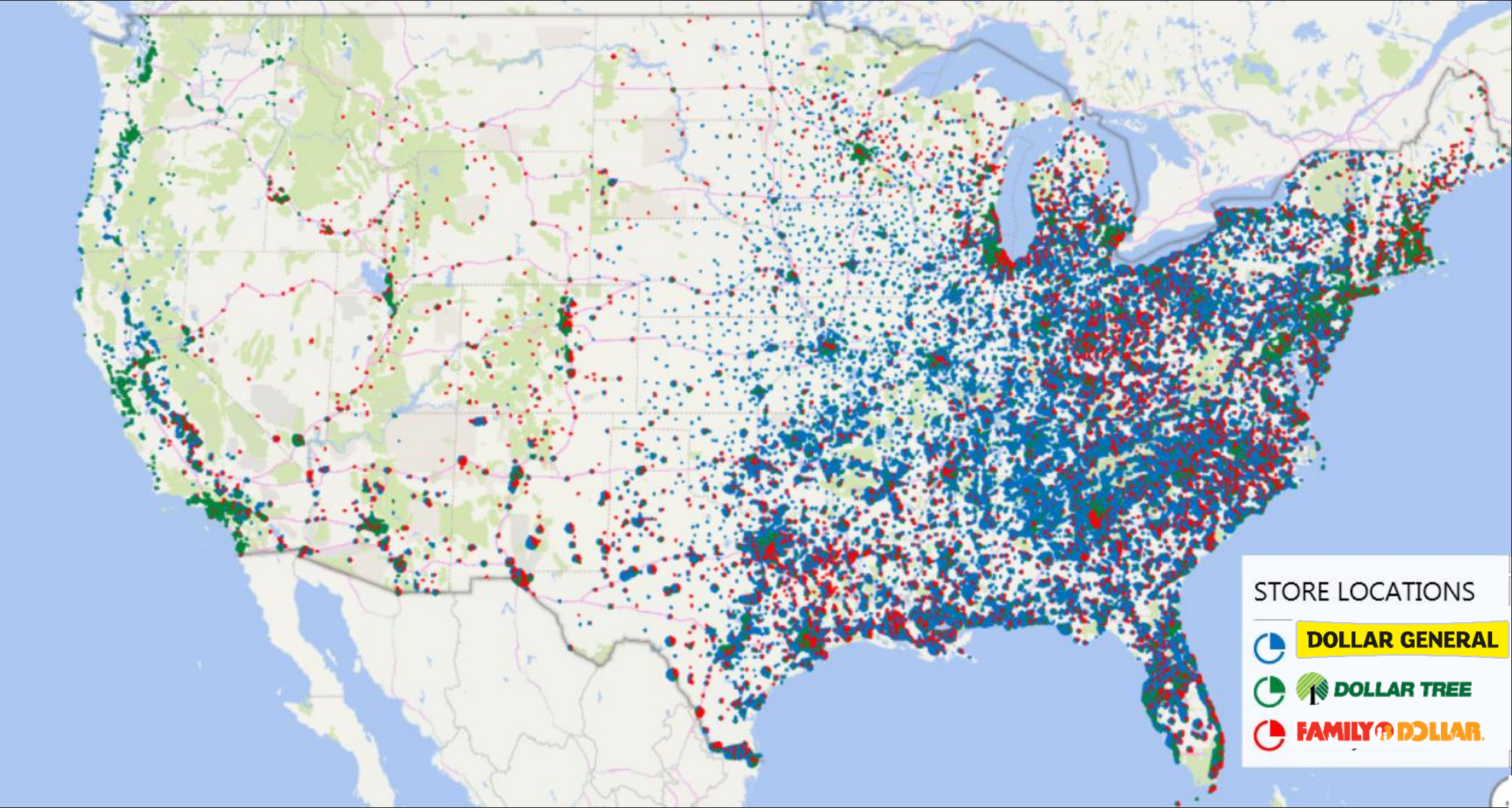
Our Retail Customers

Number of stores:



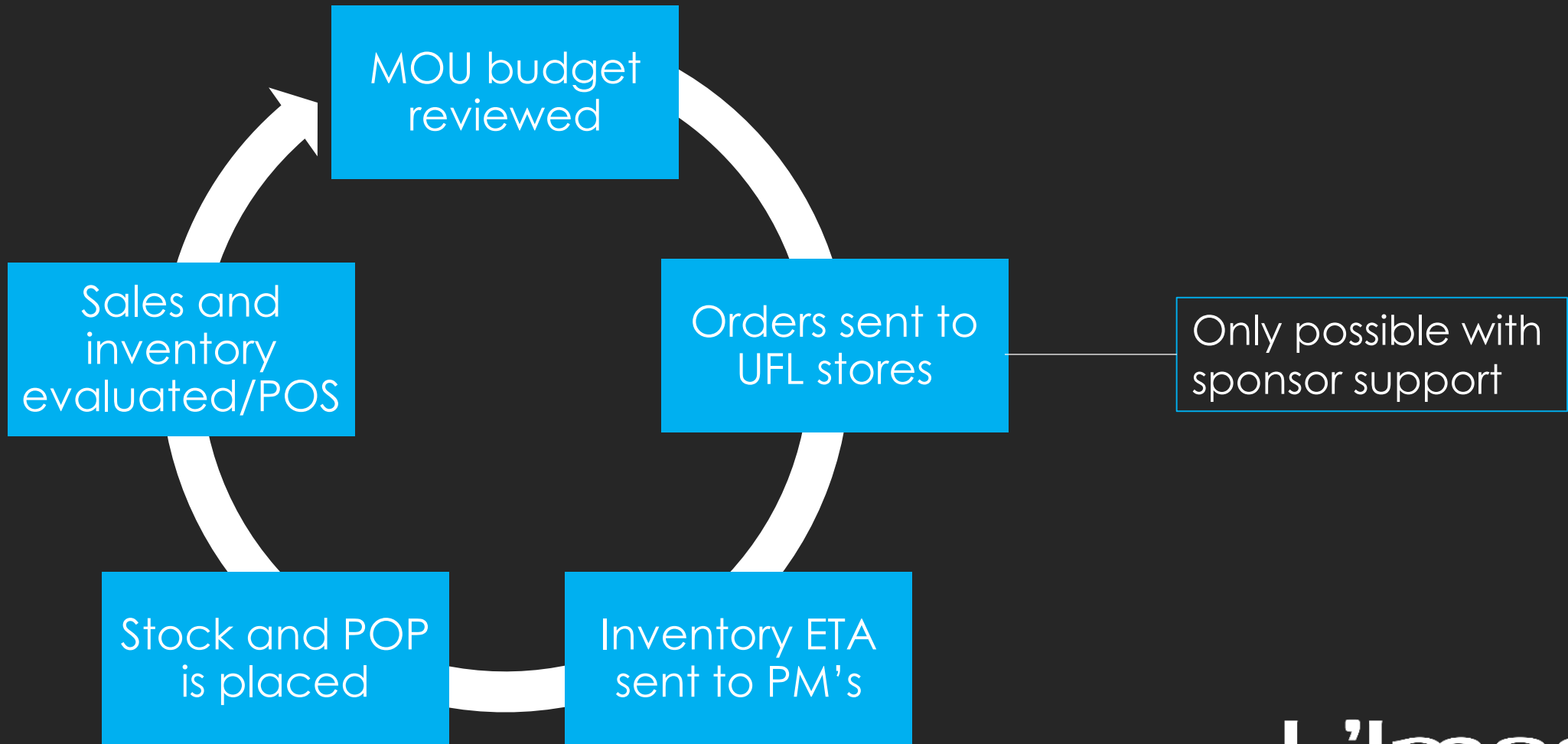
Reach of the Extreme Value Channel

Broad coverage of the country in hard to reach areas



Product Flow in Extreme Value

Flow works best when all partners communicate frequently and manage expectations



Product Flow in Extreme Value

Winning ingredients



ENERGY STAR
product only
shipped to
participating stores



ENERGY STAR products
are the **best value items**
in the entire store, and
would not be there
without the support of
the sponsors



Flow works best when all
partners **communicate**
frequently and manage
expectations

Leveraging ENERGY STAR Resources

ES Brand recognition is a powerful tool

Converted all retail displays to emphasize #LightTheMoment



Used ENERGY STAR and #LightTheMoment at all trade shows



The result was a messaging relatable to consumers and utilities.

LIGHT *the* **MOMENT**
WITH ENERGY STAR®

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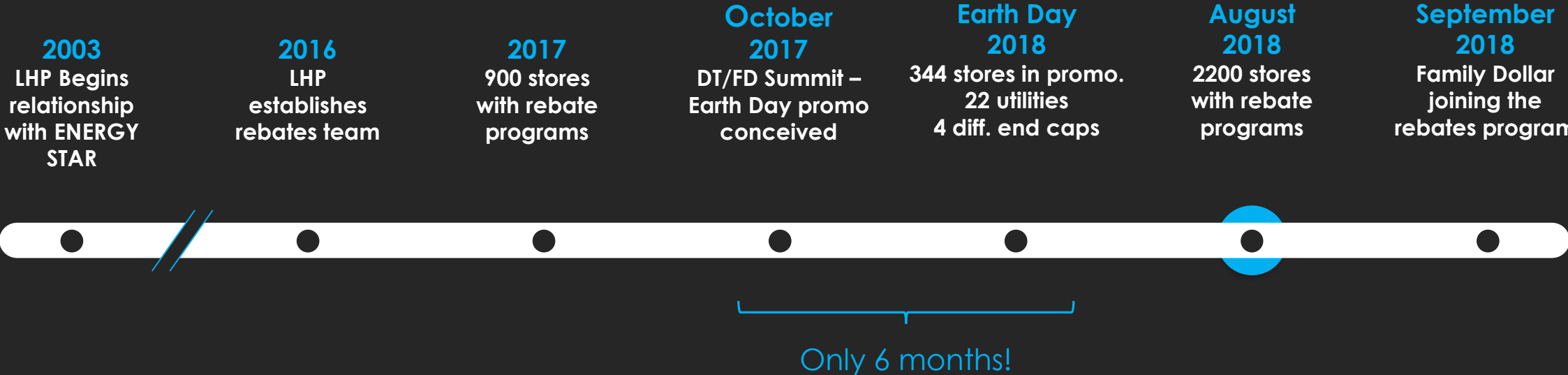
Case Study

EARTH DAY 2018 Promotion

Journey from concept to execution

EARTH DAY 2018 Promotion

Timeline



EARTH DAY 2018 Promotion

Results



33

Percent lift
in sales

2700

Campaign
impressions

1,692,833

kWh saved

Product Mix

- All dimmable ENERGY STAR products
- LED A19's
- LED BR30's
- DESK with touch dimming

What's Next

New opportunities for savings



Back to school 2018

- 2200 stores
- Expanded product mix: B11's, APS, BR30's, A19
- Results next week!



#EEDay2018

October 5th

ENERGY STAR Day

October 23rd



Holiday 2018

Focus on fixtures for
home décor

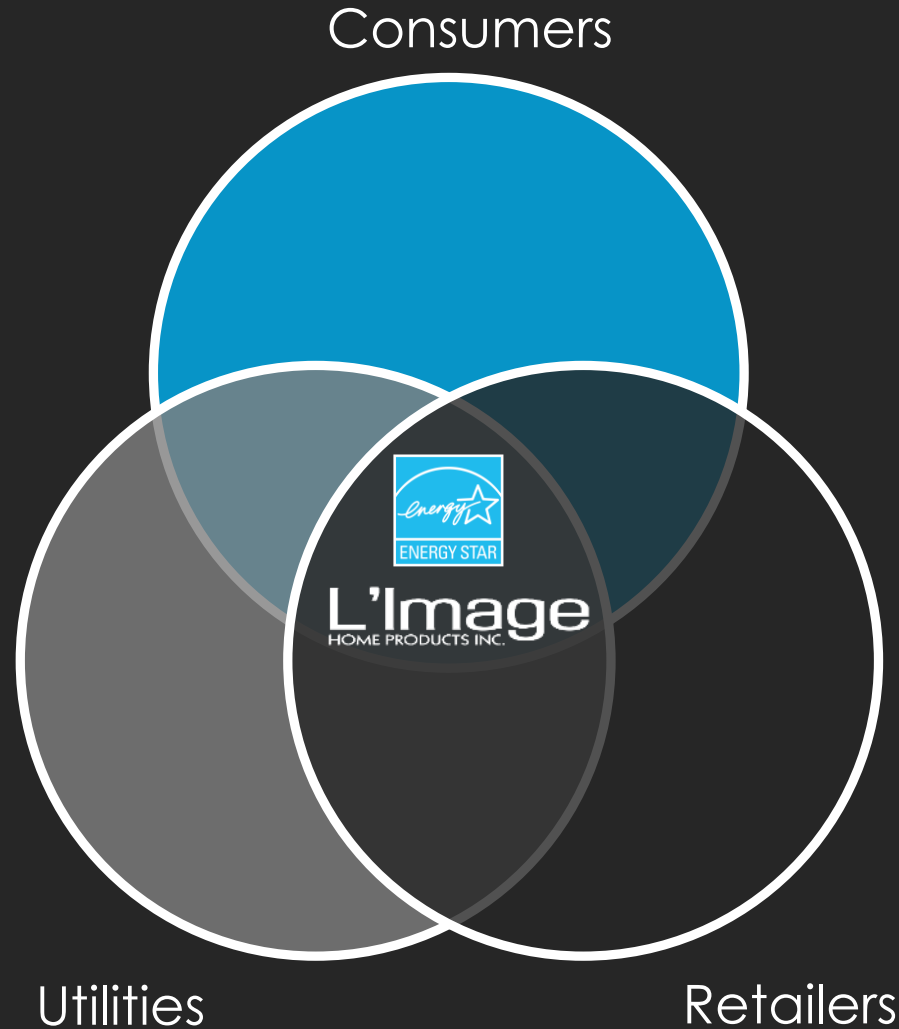


2019 Planning

- Earth Day 2019
- Targeted social media campaigns
- In-store events

Closing Thoughts

Our motivation for entering this space



We know that ENERGY STAR products bring exceptional value to customers.

We feel this positioning allows us to better serve our retail partners.

We excel in this space because we understand the relationships between utilities, retailers, and consumers.

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Closing Thoughts

Meeting hard-to-reach customers through extreme value channels

- *ENERGY STAR products are the **best value items** in the entire store, and would not be there without **sponsor support***
- ***Easy to execute** and **gain recognition** from consumers*
- *Room for **more opportunities***



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