

ENERGY STAR National Product Promotions Update and ENERGY STAR Day!

October 24, 2017



Jill Vohr, Team Lead, ENERGY STAR Labeling Branch Consumer Outreach



What We Have, TOGETHER, Accomplished.



2017 Campaign Impact:



Promotional pages had more than **544 THOUSAND** pageviews

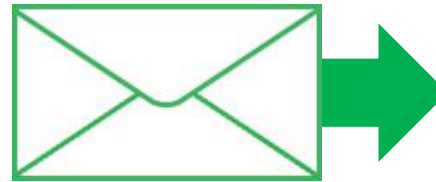
MORE THAN **16 MILLION** IMPRESSIONS in print, social, and online media in 2017

MORE THAN **5,230** PLACEMENTS THROUGH NAPS

16000000



1.2 MILLION VIDEO VIEWS



MORE THAN **1.1 MILLION** NEWSLETTERS DELIVERED





NATIONAL PRODUCT PROMOTIONS

What Are the National Product Promotions?

- Bring together regional energy-efficiency program efforts across the country into united, product-focused, co-branded campaigns – timed with product seasonality.
- Reward ENERGY STAR partners by promoting their programs among our key audiences to drive mutual customer engagement and loyalty.

Co-Marketing Opportunities

- Facilitate and leverage promotional support from manufacturing and retail partners.
 - ✓ Media partnerships and other paid efforts, POS marketing, vast reach from earned and owned channels (including contractor outreach, where relevant), and more.

Resource Leveraging and Co-branding Opportunities

- Provide promotional materials and tools with compelling look and feel for effective consumer engagement and, ultimately, adoption.
 - ✓ Resources to support multiple media channels from retail and community events to digital (online and social).

What EPA Will Be Doing in the Market

- Push out through a variety of media channels that drive impressions and traffic to promotional ENERGY STAR webpage hub featuring partner programs.
 - ✓ POS, online advertising, ✓ media partnerships, owned channels, and more!



- energystar.gov/marketing_materials

ENERGY STAR Marketing Materials

NEW & NOTEWORTHY

Light the Moment 2017

Water Heater Promotion 2017

Smart Thermostat 2017

Annual Outreach Plan: ENERGY STAR PRODUCTS

Promotions/Campaigns

Click on the promotion/campaign below, or use the filters to the right to find related marketing materials.

Light the Moment 2017

Water Heater Promotion 2017

Smart Thermostat 2017

Holiday 2017

Pool Pumps Promotion 2017

Flip Your Fridge 2017

2018 Retail Signage

Browse Marketing Materials by:

Category/Product Type

- Appliances (34)
 - Clothes Dryers (29)
 - Clothes Washers (28)
 - Dishwashers (1)
 - Freezers (9)
 - Refrigerators (23)
- Building Products (3)
 - Seal and Insulate (4)
- Commercial Food Service Equipment (9)
 - Commercial Dishwashers (1)

Show more

Promotion/Campaign

- Flip Your Fridge 2017 (16)
- Holiday 2017 (3)
- Laundry Made Better 2017 (10)
- Light the Moment 2017 (41)
- Pool Pumps Promotion 2017 (21)
- Room Air Conditioner Promotion 2017 (24)
- Smart Thermostat 2017 (12)
- Water Heater Promotion 2017 (10)

Resource Type

- 2018 Retail Signage (54)



- Water Heater Promotion



2017 ENERGY STAR Water Heater Infographic (PDF, 194.1 KB)

Last Updated: 10-4-2017

Category/Product Type: [Water Heaters](#)

Promotion/Campaign: [Water Heater Promotion 2017](#)

Resource Type: [Infographics](#)

[Learn More >](#)



2017 ENERGY STAR Water Heater Identifier (PNG, 17.6 KB)

Last Updated: 10-4-2017

Category/Product Type: [Water Heaters](#)

Promotion/Campaign: [Water Heater Promotion 2017](#)

Resource Type: [Graphics/Images,Promotion Identifiers/Marks](#)

[Learn More >](#)



2017 ENERGY STAR Water Heaters Promotion In-Store Signage (7x24) - Home Depot (PDF, 2.3 MB)

Last Updated: 10-4-2017

Category/Product Type: [Water Heaters](#)

Promotion/Campaign: [Water Heater Promotion 2017](#)

Resource Type: [Signage](#)

[Learn More >](#)



2017 ENERGY STAR Water Heaters Promotion In-Store Signage (8x4) - Sears (PDF, 817.4 KB)

Last Updated: 10-4-2017

Category/Product Type: [Water Heaters](#)

Promotion/Campaign: [Water Heater Promotion 2017](#)

Resource Type: [Signage](#)

[Learn More >](#)



Accomplishment Highlights

Flip Your Fridge: BobVila.com Combo

- Sponsored article on BobVila.com to reach homeowner audience interested in remodeling and home upgrades.
 - More than **1.6 million impressions** on bobvila.com and social media
 - **6,600 pageviews**; 10x the number that BobVila.com averages per month
 - **159,000 emails** delivered



bobvila™ Tried, True, Trustworthy Home Advice

Newsletters | Find a Pro | Bob Vila Academy

HOW-TO CENTER | GET IDEAS | FIND INFO | DISCUSS IT | WATCH TV | Enter the \$5,000 "Beat the Heat" Giveaway

Green > Flip Your Fridge to Save Money—and the World!

Flip Your Fridge to Save Money—and the World!

Are you paying way too much to run your refrigerator? If it's been years since you last shopped for a new one, the answer may be yes. Read on to learn more about the hidden costs of keeping your food fresh and all the ways you can save by upgrading to a brand-new, ENERGY STAR certified refrigerator.

By Donna Boyle Schwartz

KITCHEN | APPLIANCE | ENERGY

19 SHARES

WIN A BRAND-NEW KENMORE FRIDGE FROM SEARS! Exclusively on BobVila.com, you can enter to win an ENERGY STAR certified Kenmore refrigerator provided by Sears. Remember—for the best possible chance of winning, enter once a day, every day until the contest closes on May 31. There may be a million reasons to flip your fridge, but there's only one way to win our Sears Kenmore refrigerator giveaway—**enter now!**

The electricity bill comes at the end of the month. You open it (perhaps begrudgingly), pay the amount owed, and then move on with your life. But you can't shake the feeling that you're paying too much. After all, you make a reasonable effort to save energy. It's not like you're lighting up the neighborhood with a crazy Christmas lighting display every night of the year. So really, how come your utility costs always seem to be so mysteriously high?

A big part of the story is that from table lamps and TVs, the majority of devices and appliances you interact with daily consume relatively little energy. It's the "big stuff" that devours power—space heating, air conditioning, water heating, and, believe it or not, *refrigeration*. Keeping your food fresh requires more electricity than you'd expect, and that's especially true if, in effort to control costs, you've resisted the temptation to upgrade to a new model.

The irony is that since older refrigerators consume so much more energy than the highest-efficiency units today, sticking with the fridge you've had for years actually costs you more in the long run. In fact, according to the Environmental Protection Agency's ENERGY STAR program, finally swapping out your aging, inefficient fridge for an ENERGY STAR certified replacement can save you more than \$270 over the next five years. And you'll save even more by recycling your old one versus putting it in the garage or the basement. *Exactly* how much would you save? Use the ENERGY STAR [Flip Your Fridge calculator](#) to find out now!

SEE MORE

- 10 Money-Saving Gadgets That Pay for Themselves
- 10 Things You Didn't Know Your Microwave Can Do
- 7 Ways to Tackle Spring Cleaning with Vinegar



Flip Your Fridge: BobVila.com Combo

- Kenmore partnered with BobVila.com to sponsor their Flip Your Fridge give-away. Their sweeps page featured Flip Your Fridge messaging with the ENERGY STAR mark. Three utility partners participated by promoting the give-away in their regions.
 - **43,900+** unique contest entrants
 - **118,000** emails delivered; **13.86%** open rate

The screenshot shows the Bob Vila website's contest page. At the top, the Bob Vila logo is displayed with the tagline "Tried, True, Trustworthy Home Advice". Navigation links include "HOW-TO CENTER", "GET IDEAS", "FIND INFO", "DISCUSS IT", and "WATCH TV". A search bar contains the text "Enter the \$5,000 'Beat the Heat' Giveaway!". The main heading is "Bob Vila's Flip Your Fridge Giveaway" with the subtext "Enter now to win a new Kenmore refrigerator!". Below this, there are two images of a Kenmore refrigerator. The left image has an ENERGY STAR logo overlaid. A green arrow points from the left image to the right image. Below the images, it says "1 of 4 | Photo: kenmore.com". To the right of the images is a registration form titled "Enter Here To Win!". The form has fields for "First Name *", "Email Address *", and "Zip Code *", each with an asterisk indicating it is a required field. Below the form is a "Submit Entry" button. At the bottom of the form, there is a "TELL A FRIEND" section with Facebook and Twitter social media icons. A small disclaimer at the bottom of the form reads: "By entering to win, you consent to receive marketing communications from ENERGY STAR, Sears, your local utility, and BobVila.com."



Pool Pumps: Using Humor to Effectively Engage

- Google Display Network ads targeted to pool owners in states with utility rebates.
 - **1.6 million impressions**
- Boosted most popular consumer video, Pools of Our Lives, developed in 2016.
 - More than **40,000 views** (*view is counted when watched at least 30 seconds*)

Video	Impressions	Views	View Rate
Pools of Our Lives	146,171	40,390	27.63%



Room AC: Reaching Hard-to-Reach Audiences

- Created two 30-second video ads to reach Spanish-speaking and low-income audiences based on consumer data that identified video as the most effective channel for reaching this audience.
- Utilized geo-targeted GDN video ads in New York City, Boston, and Chicago markets where there were both rebate programs and high room air conditioner sales.
 - GDN video ads were served more than **1.8 million times** and generated **42,000 clicks** to energystar.gov/roomac.
 - Average CTR (click through rate) of 2.31% is above the industry average of 0.5-1%, and the CTR for Spanish ads, is well above that at about 5%!



Laundry: Dads Doing Laundry Appeals to Everyone!

- Worked with influencer media, *Fatherly*, to leverage their strong following among millennial Dads and Moms with content featuring fathers doing laundry and the benefits of ENERGY STAR.
 - Total impressions = 3,111,832



Rich Media Banners

Drove to ENERGY STAR landing page via 300 x 250 and 320 x 50 banners



Full Article Sponsorship

Drove to ENERGY STAR landing page through a hyperlinked logo and partner mentions. Italicized copy at the beginning and end of the article identified Energy Star as our partner.

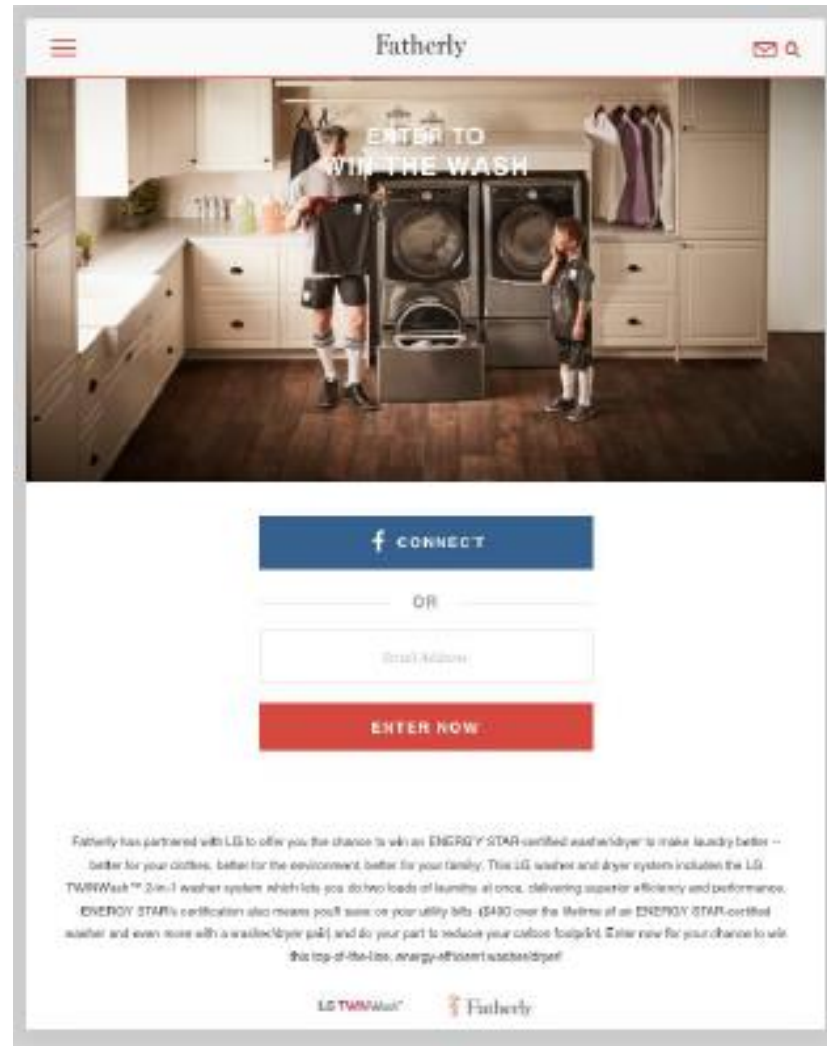


Premium Native Content Promotion

Promoted expert article via Fatherly's premium ROS native units in our homepage's "From Our Partners" section and across all articles on Fatherly.com in our in-stream promotional unit

Laundry: *Fatherly* Combo

- LG partnered with *Fatherly* to sponsor their laundry giveaway, *WIN THE WASH*.
- Resulted in over **10,000** entrants; nearly double *Fatherly's* average number of sweepstakes entrants.



The screenshot shows the Fatherly website interface. At the top, the text "ENTER TO WIN THE WASH" is overlaid on a photograph of a man and a child in a laundry room. Below the photo is a blue "CONNECT" button with the Facebook logo, followed by "OR" and a text input field for email. A red "ENTER NOW" button is positioned below the input field. At the bottom of the page, there is a paragraph of text and logos for LG TWINWash and Fatherly.

Fatherly has partnered with LG to offer you the chance to win an ENERGY STAR-certified washer/dryer to make laundry better -- better for your clothes, better for the environment, better for your family. This LG washer and dryer system includes the LG TWINWash™ 2-in-1 washer system which lets you do two loads of laundry at once, delivering superior efficiency and performance. ENERGY STAR's certification also means you'll save on your utility bills (\$490 over the lifetime of an ENERGY STAR-certified washer and even more with a washer/dryer pair) and do your part to reduce your carbon footprint. Enter now for your chance to win this top-of-the-line, energy-efficient washer/dryer!

LG TWINWash™ Fatherly





Bill Insert – AEP Ohio

LIMITED-TIME SPECIAL OFFER ON AEP OHIO'S ONLINE LIGHTING STORE



ONLY ENERGY STAR® LED BULBS ARE CERTIFIED TO DELIVER:

- ✓ Highest Quality Performance
- ✓ Just the Right Brightness & Color
- ✓ Big Energy Savings – last 12+ years!
- ✓ Environmental Benefits



Get 20% off all lighting at AEP Ohio's online lighting store.

With special pricing through our online store May 1 - June 30, plus free shipping for orders over \$50*, now's the perfect time to make the switch to LEDs. Start saving today at AEPOhio.com/Lighting.

*While supplies last.
Must be an AEP Ohio residential customer. Limit 12 bulbs per customer.
Free shipping for orders of \$50 or more.
\$5 shipping for all other orders.



An AEP Company

ENERGY STAR. The simple choice for energy efficiency.




 **ENERGY STAR POOL PUMPS
SAVE MONEY, SAVE ENERGY,
AND PROTECT THE CLIMATE.**

Visit energystar.gov/poolpumps today.

Pull the plug on a big energy drain.

Your old pool pump could be costing you nearly \$500 in energy every year. A new ENERGY STAR certified model will use up to 70% less energy than a standard unit, saving you up to \$340 per year in energy bills. You could see payback on your investment in just two years.

With ENERGY STAR, smarter tech runs deep.

Certified pool pumps are available in two-speed or variable speed models, meaning they run at lower speeds for tasks like filtration, which saves energy.

Is it time to take the plunge?

Does your pool pump show these warning signs of wearing out and wasting energy?

- Runs with less power
- Makes more noise
- Overheats and shuts off
- Is seven or more years old

Dive into your savings today with utility rebates.

PSEG Long Island offers up to \$350 towards your purchase of a new ENERGY STAR pool pump when installed by a participating installer.

Visit psegliny.com/efficiency for complete program details

 **PSEG LONG ISLAND**
95 North Service Road
Suite 409
Melville, NY 11747

Postcard – PSEG Long Island



 **MAKE A SAVINGS SPLASH WITH AN
ENERGY STAR® CERTIFIED POOL PUMP.**

Visit energystar.gov/poolpumps today.



Save \$350 with a PSEG Long Island Rebate!

 **PSEG LONG ISLAND**
We make things work for you.

HOME

RESIDENTIAL

COMMERCIAL, INDUSTRIAL
AND LOCAL GOVERNMENT

RENEWABLE ENERGY

RESIDENTIAL

PROGRAMS

- ▶ HOME PERFORMANCE WITH ENERGY STAR
- ▶ APPLIANCE REBATES & LIGHTING
- ▶ APPLIANCE RECYCLING
- ▶ COOLADVANTAGE
- ▶ WARMADVANTAGE
- ▶ RESIDENTIAL NEW CONSTRUCTION
- ▶ COMFORT PARTNERS
- OIL, PROPANE, MUNICIPAL & COOP ELECTRIC CUSTOMERS

CLEANPOWER CHOICE

REBATES AND PROMOTIONS

TOOLS AND RESOURCES

PROGRAM UPDATES

CONTACT US



Home » Residential » Programs » Energy Efficient Products

Flip Your Fridge to ENERGY STAR®



Flip your Fridge by recycling your old one and purchasing a new, ENERGY STAR certified model and receive up to \$125 in rebates from New Jersey's Clean Energy Program. Start adding up the savings!

- Make a difference for the environment. Replacing your old refrigerator with a new one that has earned the ENERGY STAR could save you \$250 on your energy bills over the next five years!
- On top of the lower energy bills, you can save even more with a rebate up to \$75 towards the purchase of a new ENERGY STAR refrigerator.
- Make sure your old refrigerator is properly recycled (and get another \$50) to prevent even more greenhouse gas emissions and help preserve precious resources.

A new ENERGY STAR certified refrigerator uses less energy than two 60-watt light bulbs.

Replacing Your Old Refrigerator Saves Energy, Money, and the Environment:

Fast Facts:

- On average, a 15-year old refrigerator uses twice as much energy as a new ENERGY STAR refrigerator.
- Replacing a 15-year old refrigerator with one that has earned the ENERGY STAR could save you \$50 or more a year in utility costs.

Properly Recycle Your Old Refrigerator:

- By keeping that old refrigerator in your basement or garage, you could be wasting \$110 per year.
- We can help you responsibly recycle your old refrigerator and/or freezer and provide a \$50 incentive. You'll be glad to know that approximately 95% of each appliance is recycled!

Program Updates

- **IMPORTANT: WARMADVantage and COOLADVantage Program (HVAC) Changes Effective January 1, 2017**
- Other updates posted.

Clothes Washer Rebate

UP TO A
\$75 Rebate
on Select
ENERGY STAR®
Qualified
Clothes Washers



Program Literature



Applications and Brochures
Download the Latest Program Materials

Find a Trade Ally



Select a contractor for an energy efficient upgrade today!



Subscribe to eNewsletter



E-Newsletter
Subscribe for the Latest Rebate News

Follow Us:  



WIN A BRAND NEW ENERGY STAR® FRIDGE WITH THE FLIP YOUR FRIDGE CAMPAIGN!

Enter Bob Vila's Flip Your Fridge Giveaway for your chance to win an ENERGY STAR® certified Kenmore Elite 75043 Smart French Door Bottom-Mount Refrigerator in stainless steel!

ENTER NOW!



FOR HOMES



FOR BUSINESSES



FOR CONTRACTORS



THE LATEST



Social Media – Mass Save



Mass Save

Published by Wedü [?] · May 29 at 9:24am · ❄️

#DYK your pool pump could be your home's second largest energy user? Learn how to cut down this cost from ENERGY STAR's #AsktheExpert video!



Ask the Expert: Pool Pumps

Many pool owners don't realize how much energy their pool pump may be wasting. All swimming pools have at least one recirculation pump, but many have multipl...

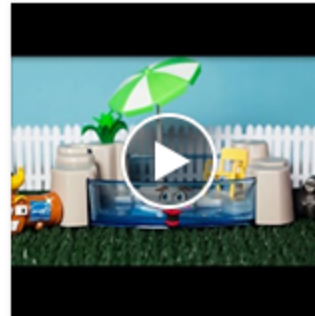
YOUTUBE.COM



Mass Save

Published by Wedü [?] · April 22 · 🌍

Our favorite @ENERGYSTAR video would also make for an awesome animated show. Check it out! #ENERGYSTARPOY #EarthDay



Pools of Our Lives

See how this pool stops wasting her energy by finding a new ENERGY STAR certified pool pump.

YOUTUBE.COM



Mass Save

Published by Wedü [?] · May 23 at 3:22pm · 🌍

If you love penguins, AND pools, then this video is for you (via ENERGY STAR)!



Twin Beaks - ENERGY STAR®

YOUTUBE.COM

NHSaves
@NHSaves [Follow](#)

Lasting over 12 yrs, **@ENERGYSTAR** certified LED bulbs will be there for all the moments they brighten **#LighttheMoment** bit.ly/2aFzSGK



SingingRiverElectric
@SRECooperative [Follow](#)

Make the most of every cuddly moment. Only LED bulbs that have earned the **@ENERGYSTAR** deliver the quality you expect. **#LighttheMoment**



SCE&G (South Carolina Electric & Gas)
Like This Page · May 23 ·

Did you know that ENERGY STAR-certified LED bulbs last over 12 years? Save now with SCE&G's EnergyWise Savings Store. For a limited time, residential electric customers can get any combination of our three, top-selling LED bulbs for \$1 each & FREE shipping on all 15-bulb orders. energyfederation.org/sceg **#LighttheMoment**

Like Comment Share

Mass Save
@MassSave [Follow](#)

Lasting over 12 years, **@ENERGYSTAR** certified LED bulbs will be there to brighten your moments for years to come. **#LighttheMoment**

Focus on Energy
@focusonenergy [Follow](#)

It's almost **#EarthDay**! Save energy, money & the planet by switching to **@ENERGYSTAR** certified LEDs- for a lifetime of moments **#LighttheMoment**



Mass Save
Published by Wedü [?] · May 14 at 8:30am ·

On this **#MothersDay**, make sure to light every moment with ENERGY STAR certified LEDs.

That moment when... you realize you could have never done it without her.

energy star LIGHT *the* MOMENT WITH ENERGY STAR

Mass Save
@MassSave [Follow](#)

Your moments, your world, both deserve the best. Light them with **@ENERGYSTAR** certified LED bulbs. **#LighttheMoment** ow.ly/7uZA30bgAb9



Make the most of your moments with @ENERGYSTAR-certified LEDs. They use up to 90% less energy with just the right brightness. #LighttheMoment



Make the most of every family moment w/ @ENERGYSTAR certified LEDs. They save energy & protect the environment. #LighttheMoment #TipTuesday



#LightTheMoment with @ENERGYSTAR LED lighting. #LEDs are 83% more #energyefficient than standard incandescent bulbs: bit.ly/2sAuwY5

#LightTheMoment with @ENERGYSTAR LED lighting. #LEDs will help you save #energy and reduce your carbon #footprint. Be a part of the change!



Happy Earth Day! Make the most of every life moment by lighting them with ENERGY STAR certified LED bulbs. LEDs that have earned the ENERGY STAR label are certified to deliver high quality, save energy, and help protect the environment.

Make the most of your life moments with KCP&L LED bulbs. They use up to 90% less energy and deliver just the right brightness and color. kcp.com/led #LighttheMoment





Laundry done better

For you and our planet



Flip your fridge

Cool for you and our planet



Laundry done better

For you and our planet



©SMUD 0397-17D

©SMUD 0397-17C

Retail Events – Central Hudson





The best of ENERGY STAR® for your home

Look for the **Most Efficient 2017 label** to save on this year's top energy-saving appliances.

Made-in-rebate available or apply online at psegliny.com/efficiency
the essential for a list of qualifying models



ENERGY STAR® Smart Thermostats Deliver:

- ✓ Demonstrated Energy Savings
- ✓ Reliable Performance
- ✓ Environmental Benefits
- ✓ Convenience, Insight, and Control

THE SMART CHOICE
Made Simple



LAUNDRY MADE BETTER
Better for You & the Planet

As A Member Of

PARTNER OF THE YEAR
Sustained Excellence

SAVE \$490

over the lifetime of ENERGY STAR® certified clothes washer and even more with ENERGY STAR® washer/dryer pair.

Clothes dryers that have earned the ENERGY STAR® use approximately

20% LESS ENERGY

than standard models.

Learn more at energystar.gov

ENERGY STAR. The simple choice for energy efficiency.



HELP PROTECT THE ENVIRONMENT

Replace your old, inefficient bulbs with **ENERGY STAR** and join us in:

- ✓ Saving \$566 million each year in energy costs.
- ✓ Preventing 7 billion pounds of carbon pollution.

Your Moments
Your World
Light them with
ENERGY STAR



Learn more at:
www.energystar.gov/choosealight





Select Your Community to Start Saving Energy

Choose your community



[Click to view a map of all participating communities](#)

Your Guide to Energy Savings

Efficiency Smart helps residents, businesses, and communities use less energy and save money. Select your community above to see how we can help.



Hamilton, Ohio



Jackson Center, Ohio

Sign up for our E-newsletter

Stay connected to Efficiency Smart and receive energy tips, promotions, and news sent directly to your inbox.

[Sign up form](#)



Choose an ENERGY STAR certified clothes washer

The average American family washes about 300 loads of laundry each year. If you're [purchasing a new clothes washer](#) consider one that's earned the ENERGY STAR. Certified models feature sophisticated wash systems that can help you reduce related energy and water costs. Clothes washers that have earned the ENERGY STAR use 25 percent less energy AND 45 percent less water.

Way to Go on Ways to Save!



Way to Save Tips Web Service

Ways to Save Tips is a web service that provides an ongoing stream of ENERGY STAR® branded, energy-saving tips to external websites that adopt the service.

Tips include:

- All ENERGY STAR vetted, energy-saving tips for certified consumer products. Tips for commercial products are not available ... yet.
- Content from national product promotions.
- Any and all additional content, as available.
- Links back to energystar.gov for more educational information.

You can customize the tips in your web feed based on specific product categories relevant to your program. The tips in the feed will automatically refresh with each visit to your site.

Join EPA and light your moments with ENERGY STAR
Make a commitment to change out an old light bulb to an ENERGY STAR certified LED bulb, and join EPA in the national effort to change out 300 million bulbs to ENERGY STAR. Together we can save about \$15 billion in annual energy costs and prevent 17 billion pounds of greenhouse gas emissions. Your moments. Your world. Both deserve the Best.

Find savings and rebates in my area
Use the ENERGY STAR Rebate Finder to look for special offers or utility rebates on ENERGY STAR certified products. These offers are sponsored by ENERGY STAR partners or local utilities. Partners also occasionally sponsor recycling incentives for the proper disposal of old products.

Choose an ENERGY STAR certified electric heat pump water heater
Water heating can account for 12 percent of a home's energy use. When replacing your water heater, look for models that have earned the ENERGY STAR. A certified heat pump water heater can save a household of 4 about \$330 annually on electric bills.

Partner Benefits

- Fresh and Frequent Content
 - Increase the amount of content that changes on your page(s) to show search engines that your page is worthy of receiving a boost in the search results.
 - Increase the frequency of the changes to give search engines a reason to crawl your site more often.
 - Give visitors more options for engaging with your page.
- ENERGY STAR Brand Affiliation
 - ENERGY STAR is a trusted brand that provides credibility to your site and confidence to your site visitors.
 - Displaying ENERGY STAR branded content next to your own content creates a connection that can add value to your content.
- Once the web service is adopted, you're done! You do not have to think about it again.



Best Year Yet for Participation!



The new degree of comfort.®



FRIEDRICH
1883





ENERGY EFFICIENCY PROGRAM SPONSOR PARTICIPATION

	Planning to Participate (as of 10/19)	
	Number of EEPS	Households Served
Total	76	48,871,100
Refrigerators	29	18,097,630
LED Lighting	49	23,379,514
Pool Pumps	24	11,988,701
Room AC	22	13,952,867
Laundry	25	21,081,935
Water Heaters	28	30,347,403
Smart Thermostats	14	17,854,101

ENERGY STAR. The simple choice for energy efficiency.

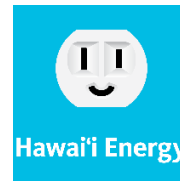


powering lives

Always There for You!



Count on Us

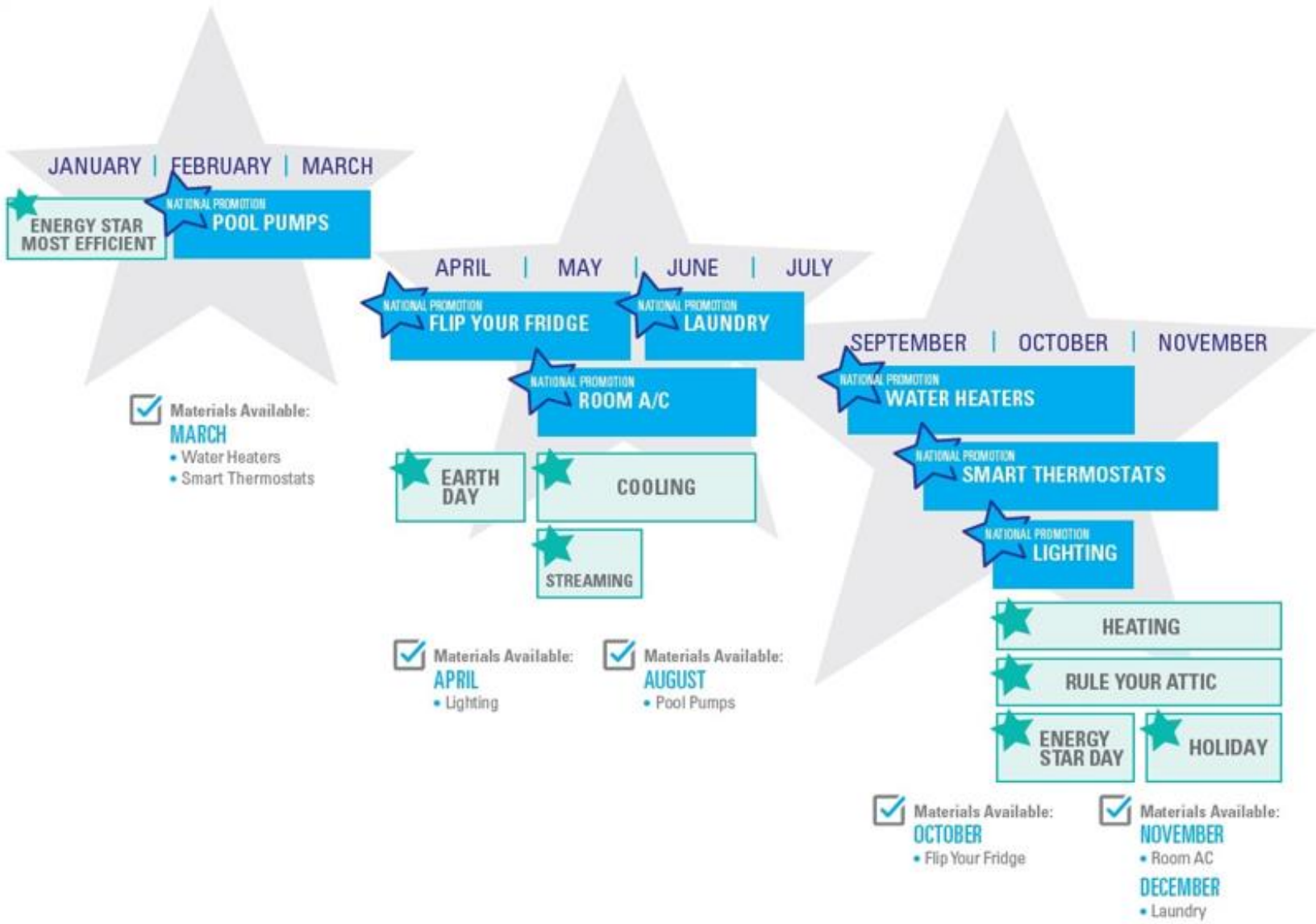


HERE WITH YOU. HERE FOR YOU.





What's to Come... 2018!





The best gifts
do great things.



bob vila™

WHEN ONLY THE BEST WILL DO.
The best of ENERGY STAR® for your home and for the



energystar.gov/moste efficient



evesther ✓

628,170 subscribers

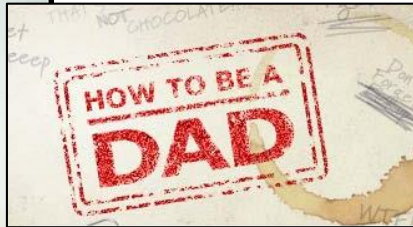
Vlogs, Compras, Hogar
Manualidades, Belleza



- **Coming up NOW! Holiday promotion** featuring ENERGY STAR certified Smart Thermostats and another effective combo with BobVila.com.
- **Water Heaters:** putting the finishing touches on some cool new resources to help increase adoption of heat pump water heaters with HUGE savings potential by reducing the barriers of “Cost too much”, “Not right for me”, and “Can’t find an installer”....
 - **Water Heater Replacement Guide** to walk consumers through the simple steps to determine whether a heat-pump water heater is right for them.
 - **Installer Finder** providing access to professional installers of heat pump water heaters vetted by our partners.
- **Flip Your Fridge 2018** will turn to the next tier of consumers still with old, energy-hogging refrigerators PLUS add ENERGY STAR Most Efficient.
 - **Hard-to-reach audiences** (lower income and Spanish-speaking) working with vloggers and featuring Best Value Finder.
 - **Super Greenies** for ESME.



- **Make the Cool Choice 2018** will continue to leverage the success of the 30-second videos targeting hard-to reach audiences; but more proactively geo-target regions timed with heatwaves.
- **Laundry Made Better 2018** will pick up where we left off and develop creative featuring the transformative effects of Dads doing laundry with ENERGY STAR for Father's Day, June 17th, 2018.
- **Light the Moment:** Starts now with households across the country sharing their moments lit by ENERGY STAR certified lighting and ENERGY STAR Day outreach TODAY, and more to come in 2018!



Enter to win a
\$1,500
 ENERGY STAR-certified
 appliance of your choice



LIGHT the MOMENT
 WITH ENERGY STAR® AND CENTRAL HUDSON



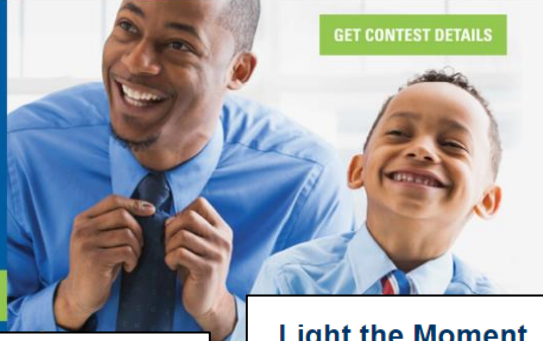
LIGHT the MOMENT
 WITH ENERGY STAR®

Pay Bill | CenHub Store | Report Outage | Outage Status | Outage Map | Report Gas Odor |

My Account | My Energy | Self-Service | Storms & Outages |

LIGHT the MOMENT
 WITH ENERGY STAR® AND CENTRAL HUDSON

Enter to win a **\$1,500** ENERGY STAR-certified appliance.
 Contest runs through October.



GET CONTEST DETAILS

#LightTheMoment #WinWithCentralHudson



Light the Moment

» Central Hudson » Light the Moment » Light the Moment

Enter Central Hudson's Light the Moment Contest for a chance to win a **\$1,500 ENERGY STAR-certified appliance**

Three simple steps to enter:

From Oct. 1 through Oct. 31, 2017:

1) Take a photo of yourself either at a Central Hudson lighting event (schedule below) or at home capturing a special moment (such as doing homework with your child, family dinner, playing games, etc.).

Saturday, Oct. 7	9 a.m. to 1 p.m.	Fishkill Home Depot	450 State Route 9, Fishkill, N.Y. 12524
Saturday, Oct. 21	9 a.m. to 1 p.m.	Wappingers Falls Home Depot	1570 Route 9, Wappingers Falls, N.Y. 12590
Tuesday, Oct. 24 (Energy Star Day)	2 p.m. to 6 p.m.	Newburgh Home Depot	1220 Route 300, Newburgh, N.Y. 12550
Saturday, Oct. 28	9 a.m. to 1 p.m.	Poughkeepsie Home Depot	3470 North Road, Poughkeepsie, N.Y. 12601

2) Post the photo on Twitter, Facebook or Instagram using both hashtags #WinWithCentralHudson AND #LightTheMoment.

3) Upload that photo through [this form](#)

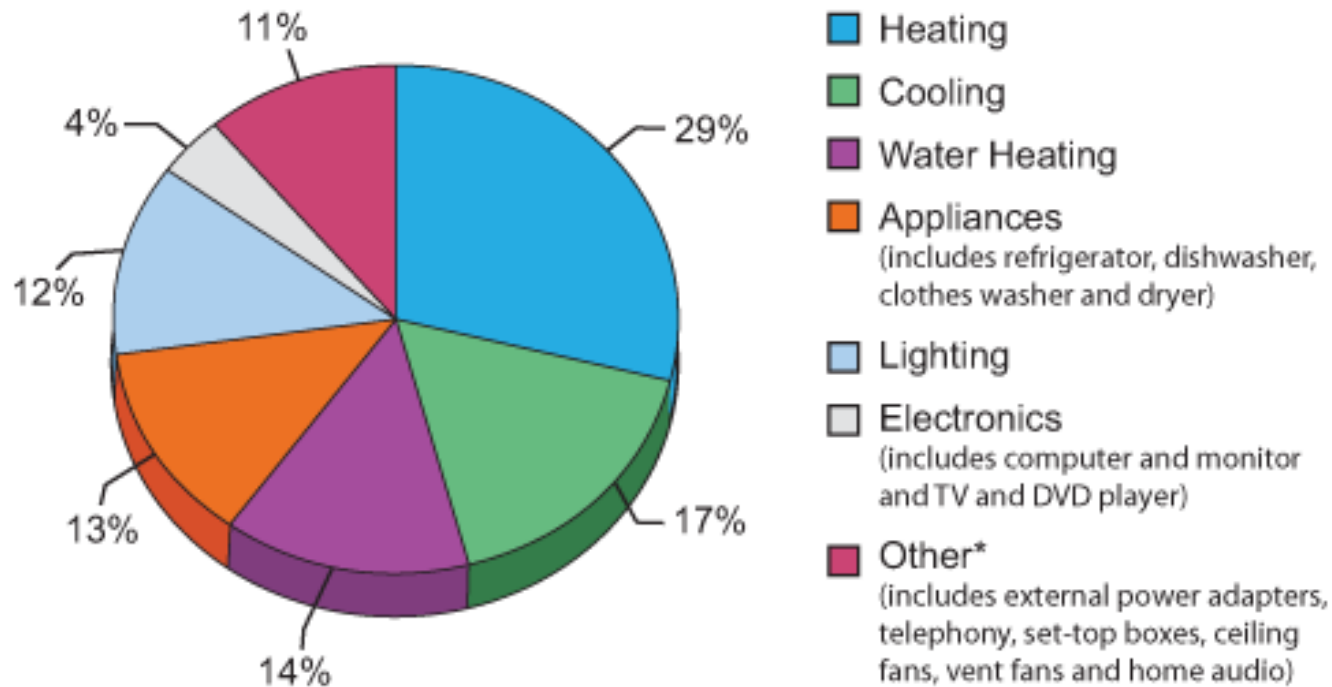


MaxLite
6 days ago

Share a photo of a special moment w/
 @ENERGYSTAR
 @MaxLite +
 hashtag
 #LightTheMoment
 thru 10/31 for a
 chance to win:
ow.ly/BSxl30fOi6p

Where Does My Money Go?

The typical household spends about \$2,000 a year on energy bills.



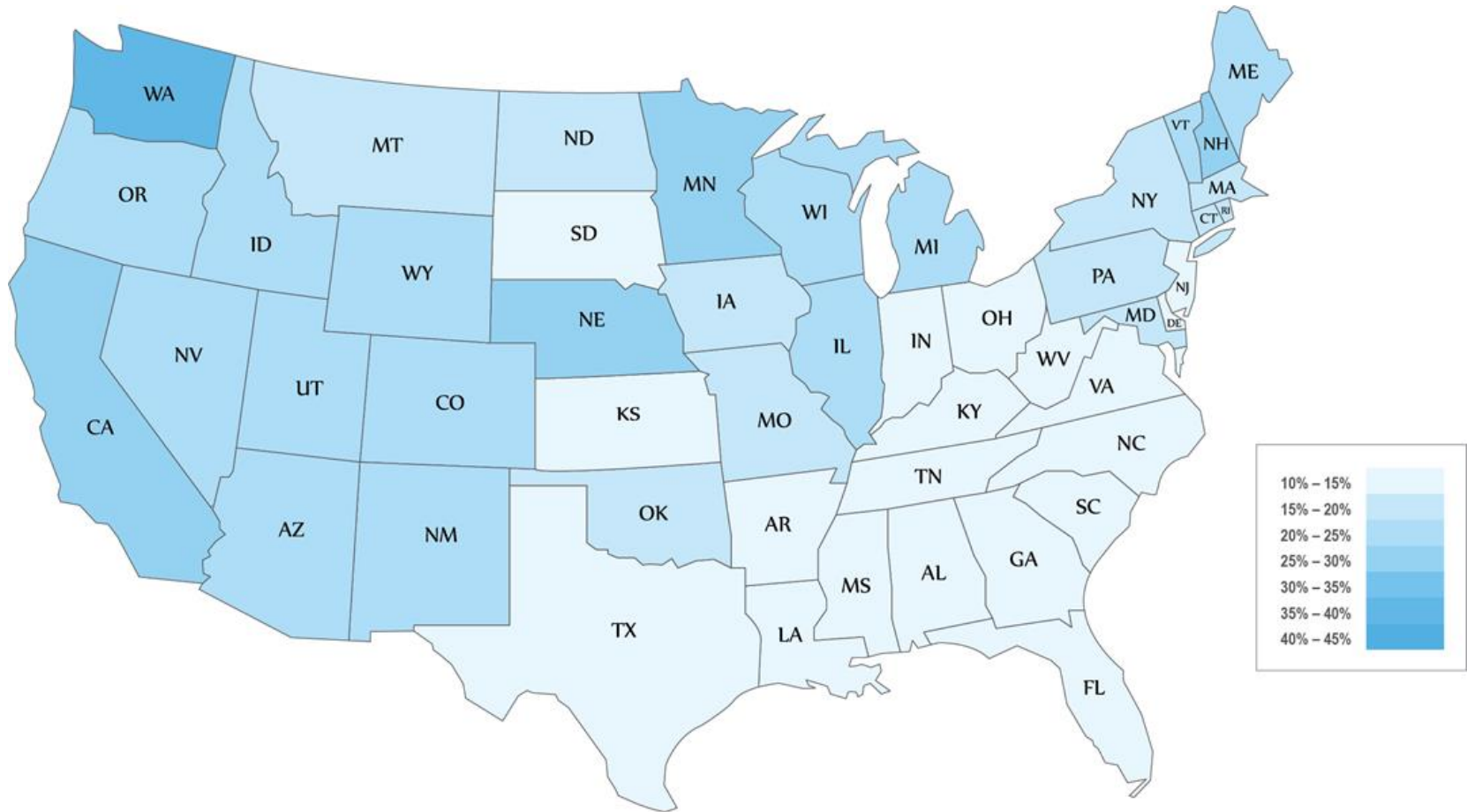
- **Exploring next wave** (to keep up with all of you!), targeting those big represented by HVAC



Remember That Big Number?



2015-2016 LED Bulb Sales (as a % of other bulb technologies sold)





The Power of ENERGY STAR Now more than Ever!

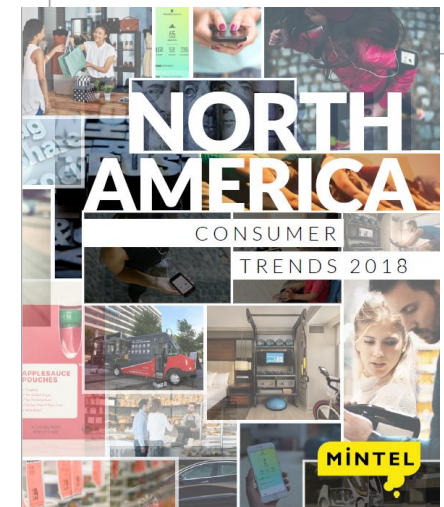
CLUTTER CREATES INERTIA

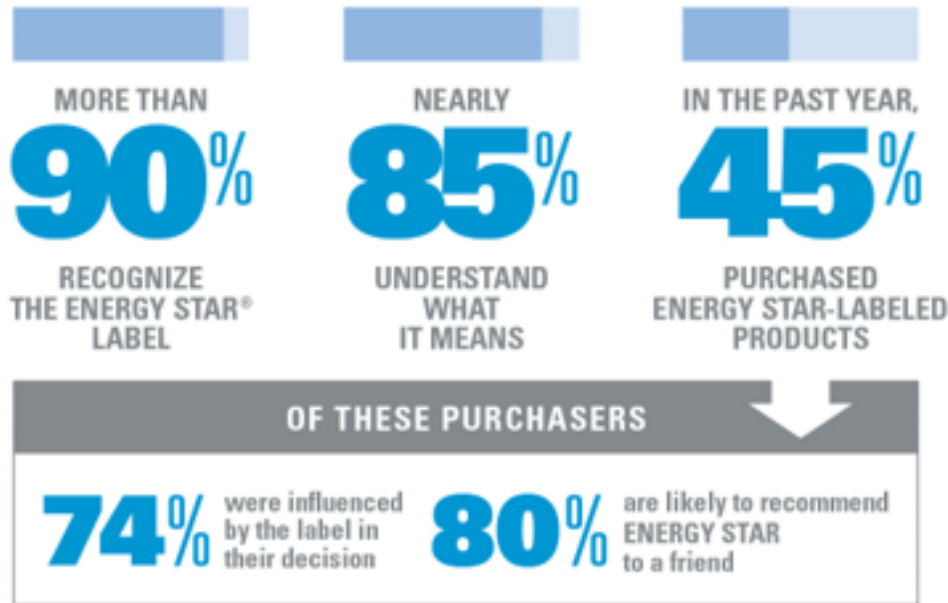
- Clutter in the media...clutter in the shopping aisle.
 - **Decision simplicity:** how easily customers can gather, understand and **trust** information about products, compare their options, and make a confident decision (*HBR*)
 - Brands that score in the top 25% for decision simplicity were 86% more likely than those in the bottom 25% to be purchased, 9% more likely to be repurchased and 115% more likely to be recommended to others.
 - **Shopper attention:** Consumers are decreasingly attentive at point-of-sale and crave expert guidance to make decisions.
 - Average attention spans are shortening in the social age
 - 12 seconds in 2000 down to 8.25 in 2015 (9 seconds is the average attention span of a goldfish)
 - Essential to grab consumers attention in 3 seconds or less
 - Customers need to hear a message over 13 times to act



EMOTIONAL CONNECTION AND TRUST MOST IMPORTANT

- “An emotional connection matters more than customer satisfaction”
 - *HBR* study found that while consumer reported that brands’ functional facets were most important, emotional connections proved far more important in decision making.
 - Among the top 10: Protect the environment, enjoy a sense of well-being, and have confidence in the future.
 - While emotional factors drive decision making, rational factors provide justification for the decision post-purchase.
- “In a post-truth world, consumers are putting their dollars where their trust remains intact.”
 - *Mintel’s North America Consumer Trends for 2018* states that trust has become one of the strongest drivers in how consumers choose products, services, and which organizations and politicians to support.





YOUR
BRAND
HERE



- Draws Attention
- Makes it Simple
- Provides Guidance
- Delivers Credibility
- Elicits Trust
- Connects Emotionally
- Incentivizes the Sale

LIGHT UP THE COUNTRY WITH ENERGY STAR LED BULBS!

- **GEO-TARGET** “dark” regions.
- Work with **YOU** in **YOUR REGIONS** to segment customers and reach the right audiences with the right message to incent behavior change.
- Engage support from other **MARKET ACTORS** to create synergies.
 - Retailers, Manufacturers
 - Community-based organizations, such as BGCA and Girl Scouts
 - C&I and Home Builder partners, etc.
- Ultimately create an **UMBRELLA MOVEMENT** around ENERGY STAR LED lighting by supplementing national Light the Moment outreach with on-the-ground, POS, grass-roots marketing leveraging the power of the brand.
- **GOAL:** Rally the troops to fill those billions of inefficient sockets with energy-efficient, high-performing ENERGY STAR bulbs. **JOIN US!**





FLASHMOB

A row of 15 black silhouettes of people in various dynamic poses, with their arms raised, representing a flash mob. The silhouettes are positioned directly below the word "FLASHMOB".



Celebrate ENERGY STAR Day!
ON OCTOBER 24
Join the social media takeover by sharing the Light the Moment video on Tuesday.

A photograph of two young girls, one in a purple shirt and one in a blue shirt, holding a large head of broccoli together. They appear to be in a kitchen setting.

- **Share this link on Facebook:** bit.ly/lmvideo
 - Tag @ENERGYSTAR
 - Use #LightTheMoment
- **Join your peers and spread the word about how ENERGY STAR connects with people’s lives and makes them better.**

Wi-Fi login information:

Name: 2017ENERGYSTARMeetings

Password: 2017ESTAR

***Visit the ENERGY STAR table near registration if you have any questions.**