



ENERGY STAR 2017 Annual National Promotions

LAUNDRY PROMOTION



Annual Outreach Plan: ENERGY STAR® PRODUCTS



JANUARY

ENERGY STAR
MOST EFFICIENT

APRIL

MAY

JUNE

NATIONAL PROMOTION
FLIP YOUR FRIDGE

NATIONAL PROMOTION
LAUNDRY

NATIONAL PROMOTION
LIGHTING

NATIONAL PROMOTION
ROOM
A/C

NATIONAL PROMOTION
POOL PUMPS

EARTH
DAY

COOLING

STREAMING

SEPTEMBER

OCTOBER

NOVEMBER

NATIONAL PROMOTION
WATER HEATERS

NATIONAL PROMOTION
SMART THERMOSTATS

NATIONAL PROMOTION
LIGHTING

HEATING

RULE YOUR ATTIC

ENERGY STAR
DAY

BLACK FRIDAY

- Materials Available:
- MARCH
- Water Heaters
 - Smart Thermostats

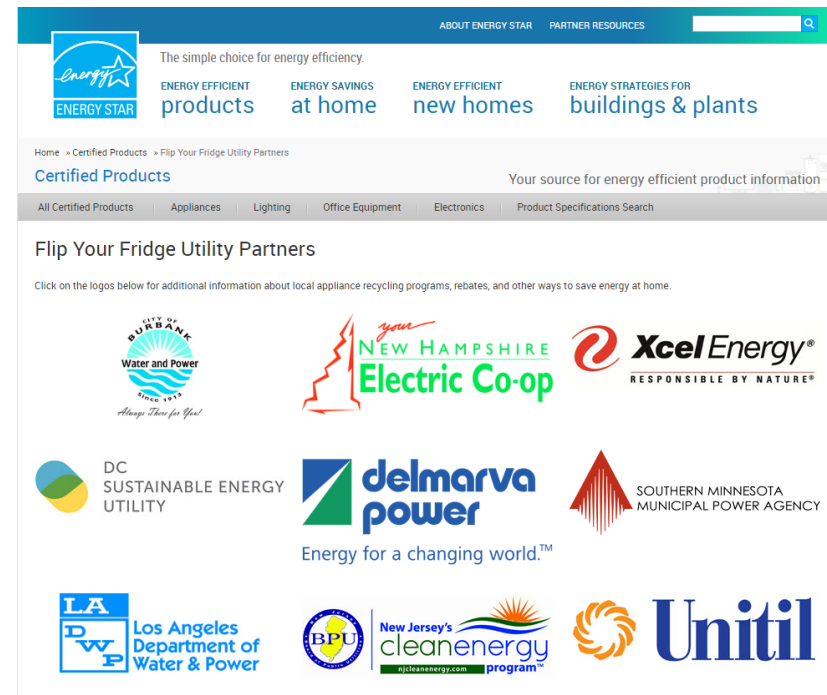
- Materials Available:
- NOVEMBER
- Room A/C
- DECEMBER
- Laundry

- Materials Available:
- OCTOBER
- Flip Your Fridge
 - Lighting
 - Pool Pumps



Benefits of Participating

- Leverage ENERGY STAR's trusted brand, reputation, popularity – as well as strong network of supporting manufacturers and retailers
- Take advantage of national campaign positioning, tactics, and marketing materials (messaging and graphics) – all developed by an expert marketing, PR, and advertising team
- Benefit from a strategic, effective mix of targeted earned, owned and paid media that will drive exposure for your program among EPA ENERGY STAR's broad consumer base
 - Geo-targeted to your market when you participate
 - Driving clicks to promotional pages where your programs are featured
 - 2016 promotions received a combined 266,000+ page views





How to Participate

- Simply integrate ENERGY STAR promotional messaging and graphics into your promotional tactics – and you’re “IN”!
 - If you have a retail program, integrate building blocks from our promotion into your retail-facing materials
 - Promote our graphics and messaging throughout your digital platforms (online and social media)
 - **NEW!** Customizable “Ways to Save” Tips RSS Feed (**coming soon**)
 - Integrate our messaging and graphics into other tactics
 - Earned and paid media (PR, advertising, etc.)
 - Newsletters or direct mail (electronic or hard copy)
 - Consumer events, etc.
 - Let us know how you plan to participate / share your co-branded tactics and we will include your logo and link to your program on our promotional page
 - Share post-promotion feedback / results so we can improve on our value to you
- [Energystar.gov/marketing_materials](http://energystar.gov/marketing_materials)



NEW! Laundry

- Introducing a comprehensive national promotion focused on promoting ENERGY STAR certified clothes washers and dryers, both individually and as a pair, to match your programs
 - Brings all partner efforts together, including you, our energy efficient program sponsors, as well as manufacturers and retailers
 - Integrates ENERGY STAR Most Efficient, as well as new technologies, such as heat pump dryers





Opportunity

- ~More than 50 million non-ENERGY STAR clothes washers (25 million) and dryers (27 million) 10-years old or older in American households.*
 - Replacing those appliances with ENERGY STAR certified models would save Americans \$3.8 billion in energy costs and prevent 12 billion lbs in carbon pollution
- In 2016, more than 130 partners offered incentives on ENERGY STAR clothes washers and/or dryers
 - 132 Washers; 90 Dryers; 79 Both
 - ENERGY STAR Most Efficient criteria for washers and **NEW!** dryers
 - Clothes washers and clothes dryers are both part of ENERGY STAR Retail Product Platform (ESRPP)
- Clothes washers have short replacement cycle, so often driving the replacement of pair
- When replacing, many customers upgrade to more sophisticated, higher-end models

*Sources: 2013 Association of Home Appliance Manufacturers (AHAM).; Clothes Washers V7 Savings Template and ENERGY STAR Dryers V1 Savings Template.; 2014 Dryer Replacement Analysis, EPA.; EIA Residential Energy Consumption Survey, 2009.; 2017 rates per Energy Information Administration, Annual Energy Outlook 2016 edition (2015 dollars). 6

Objective

- Leverage the partner interest and consumer traction inherent for the laundry category – particularly now that EPA has a dryer specification – to reap the energy-saving benefits associated with ENERGY STAR
 - Help customers maximize savings by promoting ENERGY STAR certified washers and dryers
 - Further educate customers on the benefits of certified clothes dryers, especially heat pump dryers
- Promote a value proposition for ENERGY STAR laundry that will resonate with an important, large and growing consumer segment
 - Performance value
 - Money-savings value
 - Energy savings
 - Rebate savings
 - Environmental benefits



Audience Insights

- Laundry responsibility increasingly becoming shared
- Males doing a larger percentage of laundry chores, particularly among the younger generations
 - 67% of men age 18 to 34 say they are “mainly responsible for the laundry”; 44% said they were responsible in 2013
 - Nearly 60% of men age 35 to 54 are doing laundry
- New homeowners, often purchasing laundry equipment for the first time, are younger, more tech-savvy





Purchase Behavior

- Decision to buy new washer/dryer commonly linked to equipment failure or worsening performance
 - 79% equipment failure; 29% signs of age; 23% desire for new functions/features
- Usually know what they want by the time they get instore
 - Use multiple sources to research products - friends/family, repair technicians, ratings from other consumers, independent consumer orgs and general internet searches
- Buyers look for:
 - Performance and capacity
 - Energy efficiency (saving money)
 - Other features (wi-fi-enabled, specialty cleaning/drying cycles)
- Most consumers equate energy efficiency with ENERGY STAR
 - ENERGY STAR dryers are top choice for consumers – citing value and energy savings as reasons in their decision

Target Audience

- Moms and Dads of Young Children – with emphasis on Dads
 - Young families have a lot of laundry!
 - New parents tend to care more about the environment – impacts on their children
 - Rise of men doing laundry is compelling hook
 - Compliments manufacturers / retailer focus





Campaign Concept

- Position ENERGY STAR as the obvious choice to replace your old washer and/or dryer because ENERGY STAR is better
 - Better for you and your family, better for your clothes, better for the environment



LAUNDRY MADE BETTER
Better for You & the Planet

Campaign Execution

- Positioning:
 - Laundry will be better and you will be better at laundry with an ENERGY STAR certified clothes washer and dryer
- Proposed Elements:
 - In-store POP
 - Pre-approved templates
 - ESRPP Coordinated
 - Media outreach featuring “viral” video
 - Boost through social media
 - Advertise online
 - Work with partners to promote
 - Establish influencer partnerships to distribute





Campaign Execution

- Proposed Elements, Cont'd:
 - Manufacturer co-promotion idea:
 - Super**STAR** Dad Contest timed with Father's Day:
 - Sweeps sponsored by one or more of our manufacturers inviting Dads to submit why they should be considered a Superstar Dad for Father's Day
 - Prize = ENERGY STAR certified laundry pair from participating manufacturer(s).
- Timing:
 - First push in **June – July 4th weekend** to leverage summer seasonality of clothes washers, 4th of July sales and Father's Day
 - Second push **February**, 2018 to leverage Presidents Day sales

Creative Execution

- Creative concept leverages insight that men/dads are doing more of the laundry
- Before / After scenario where “average new dad” is transformed into “superstar dad” (looking energetic, organized / neat, and inspired) all because of doing laundry with an ENERGY STAR clothes washer and dryer
- Emphasize that ENERGY STAR makes everything better:
 - Laundry performance
 - Environment
 - Parenthood





Proposed Media Mix

Influencer Partnerships

- Mom influencers: Motherly, MommyShorts, The Bump
- Dad influencers: Fatherly, How to be a Dad, Dad or Alive
- Engage followers in discussion – who does the laundry in your family? Did it change once they started a family, etc.?

the **BUMP**



Fatherly

Targeted Digital Advertising

- Google Display Network
- Facebook
- YuMe ad network (video)
- Advertorial/native content



YuMe

Google Display Network



ENERGY STAR Most Efficient & Laundry

- Consider ENERGY STAR Most Efficient (ESME) programs for laundry
 - ESME Clothes Washers: 2017 levels compared to the Federal minimum
 - 33% energy savings
 - 32% water savings
 - **NEW!** ESME for Dryers: 2017 levels compared to the Federal minimum
 - 28% energy-savings for standard-sized electric models
 - 30% energy-savings for compact models
 - 25% energy-savings for gas models

2017 ENERGY STAR Most Efficient Promotion

- 2017 is the year to take ENERGY STAR Most Efficient to the next level with consumers
 - From geo-targeted marketing in active, Super Greenie markets...
 - ...To broad sweeping education among green-leaning consumers (based on buying profile and interests) across the country to incent action and advocacy
 - Leverage Facebook proprietary database of user demographics, behaviors and interests for customer segmentation
 - Drive traffic to energystar.gov/moste efficient with specific product and retail location information
 - January, 2017





Thank you!

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