



ENERGY STAR® Annual Product Promotions Kick-Off 2018 - 2019

SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.



Look for the ENERGY STAR® Label and Start Your Savings!



Today's Agenda

- What are Product Promotions?
 - Benefits of participating
 - How to participate
- Updates: Fall Promotions
 - Water Heaters
 - Smart Thermostats
 - Lighting
- ENERGY STAR Day, October 23rd!
- 2019 Calendar
- Overview: Spring Promotions – 2018 Results and 2019 Plans to Date
 - Pool Pumps
 - Flip Your Fridge
 - Room AC
 - Laundry



Product Promotions

What Are the Annual 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!



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 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.

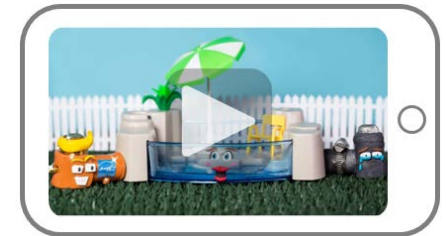
MORE THAN

233 MILLION

IMPRESSIONS in print,
social, and online
media in 2018

233000004

1.4
MILLION
VIDEO VIEWS



Promotional pages
had more than

796 THOUSAND
pageviews



How to Participate

1. Leverage the value of the ENERGY STAR brand throughout your relevant programs.
 - Not just POS; but on your websites and in digital and other media.
 - Take advantage of our suite of promotional materials to support your existing efforts.
2. During the promotional period, supplement existing program promotions with more activity in-market leveraging our materials and messaging.
 - Use web graphics in your relevant web pages.
 - Share digital content (ads, videos, social media).
 - And more: blogs, newsletters, events, etc.
3. Let us know how you plan to participate / share your co-branded tactics so we can feature you on our promotions page!

https://www.energystar.gov/products/marketing_materials



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, including content from all annual product promotions.
- Tips are customizable for 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.

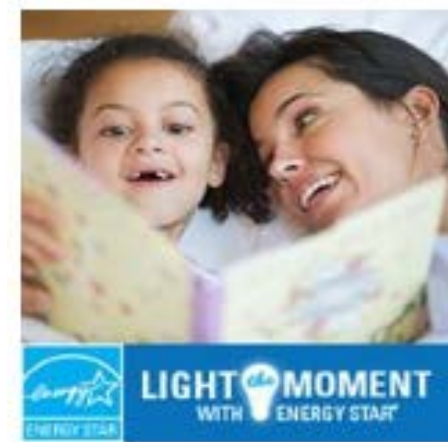
Choose an ENERGY STAR certified electric heat pump water heater

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.



UPDATES

Fall Promotions



There is still time to get involved!



2018 Water Heater Promotion

- **Tagline / Call-to-Action**
 - Upgrade Now and Warm Up to Savings
- **Objective**
 - Raise awareness of the energy-savings potential of ENERGY STAR water heaters.
 - Encourage consumers to replace their old (>10 years) water heaters with ENERGY STAR.
 - Encourage early replacement, but also provide helpful guidance for emergency replacement (particularly with heat-pump technology).
 - On a parallel track, building up program to support midstream outreach.
- **Timing**
 - Late September / October





2018 Water Heater Promotion: Opportunities

- **Water Heater Replacement Guide**
 - Tool guides consumer through easy steps to determine whether and ENERGY STAR heat-pump water heater is right for them.
 - Overcomes barriers of HPWH not being right for them or an unfamiliar / odd technology.
 - Includes link to Product Finder with rebates and installer finder built right in.
 - Promote the tool on your websites through co-branded web buttons.
- Promote ENERGY STAR water heaters leveraging other assets in market during promotional timeframe.
 - Fact sheets, infographics, social media, digital assets, including soon-to-be available digital spot.

NEED A NEW WATER HEATER?
Find out if ENERGY STAR® is right for your home. Visit EPA's **Water Heater Replacement Guide** for a simple list of installation considerations, as well as products and installers in your area.

GO

Partner Logo Here



2018 Water Heater Promotion: EPA Activation

- 30-second digital spot and companion display ads to raise awareness of the benefits of heat-pump water heaters and drive clicks to the new Water Heater Replacement Guide.
 - Promote via GDN video advertising and YouTube pre-roll targeting consumers most likely to have an old water heater in areas with rebates available.
 - Develop similar theme Facebook posts for boosting.
- Exploring an engaging influencer in this space to provide a testimonial on the benefits of heat pump water heaters and dispel the common barriers of cost and replacement challenges (incompatibility and hard to find an installer).
- Work with you, our Partners, to leverage these assets for further reach.



UPGRADE NOW AND WARM UP TO SAVINGS

DON'T GET CAUGHT OFF GUARD!
If your water heater is more than 10 years old, you could be risking leaks and flooding.

WATER HEATERS ARE THE 2ND HIGHEST ENERGY USER IN THE HOME.
Upgrade now to a new ENERGY STAR certified water heater and you could save up to \$3,500 over its lifetime.
Water heaters that have earned the ENERGY STAR are independently certified to save energy and protect the environment.

CHOOSE YOUR HOT SAVINGS WITH ENERGY STAR

An ENERGY STAR certified electric storage water heater uses half the energy of a standard model and can save a family of four more than \$3,500 over its lifetime by heating water with a highly efficient heat pump (an air conditioner run in reverse).

An ENERGY STAR certified gas storage water heater uses 8% less energy through better insulation, heat traps and more efficient burners.

An ENERGY STAR certified tankless water heater can save a family of four more than \$1,500 over its lifetime on gas bills compared to a standard gas storage model by heating water only when you need it.

GOOD FOR YOU. GOOD FOR THE PLANET.

If all residential water heaters sold in the U.S. were ENERGY STAR certified, the energy cost savings would grow to nearly \$13.4 billion annually, preventing more than 155 billion lbs of greenhouse gas emissions—equal to the emissions from 15 million vehicles, every year!

To learn more and find big rebates in your area, visit energystar.gov/waterheaters

The simple choice for energy efficiency.



Don't Let Your Old Water Heater Crash Your Energy Efficient Party



2018 Smart Thermostats Promotion


- **Tagline / Call-to-Action**
 - The Smart Choice Made Simple
- **Objectives**
 - Continue to raise awareness about the new specification and what differentiates ENERGY STAR smart thermostats from non-ENERGY STAR.
 - Encourages consumers most likely to seek smart thermostats for their homes to choose ENERGY STAR smart thermostats.
- **Timing:** September – November (includes holiday season).



Smart Thermostats

2018 Smart Thermostats Promotion: Opportunities

- Web assets
 - Since the majority (75%) of smart thermostats sold at retail (mostly online) AND shoppers research online prior to purchase; EPA recommends a web-facing strategy leveraging ENERGY STAR and our tools, as needed.
 - Web buttons, widgets and other digital graphics & educational content; and NEW content widget.



THE SMART CHOICE
Made Simple

Make sure your new smart thermostat is ENERGY STAR® certified to ensure:

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

GO ▶

Add our widget to your site

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<a href="https://www.energystar.gov/products/heating_cooling/smart_thermostats" target="_blank">
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DID YOU KNOW?

If everyone used an ENERGY STAR certified smart thermostat, savings would grow to 56 trillion BTUs of energy and **\$740 million** per year.

For the average American household, almost half of the annual energy bill goes to heating and cooling—**save money** and stay comfortable with ENERGY STAR.

ENERGY STAR certified smart thermostats provide enhanced comfort in your home by allowing you to **control temperatures**—and still save energy.

THE SMART CHOICE
MADE SIMPLE

Learn more at
energystar.gov

2018 Smart Thermostats Promotion: Content Widgets

- A web service that delivers product educational content
 - Content automatically updates
 - One and done!

320 pixels wide



728 pixels wide



ENERGY STAR® certified smart thermostats deliver:

- Demonstrated energy savings
- Reliable performance
- Environmental benefits
- Convenience, insight, and control

Smart thermostats that earn the ENERGY STAR are third party certified to

- Save energy based on field data collected from more than one thousand homes over a year
- Quickly enter a low-power standby mode when inactive
- Track and report equipment use and temperature data to the homeowner

ENERGY STAR certified smart thermostats are a smart investment since almost half of the energy household bill goes to heating and cooling. That's more than \$900 a year! And with ENERGY STAR you get optimal energy savings and home comfort at the same time.

ENERGY STAR® certified smart thermostats deliver:

- Demonstrated energy savings
- Reliable performance
- Environmental benefits
- Convenience, insight, and control

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2018 Smart Thermostats Promotion: EPA Activation

- Work with e-tailers and online research / review sites to include educational content and display ads featuring ENERGY STAR smart thermostats.
 - Amazon, Best Buy, Lowe's, The Home Depot, Sears, etc.
 - CNET, The Wire Cutter, The Verge, Engadget, etc.
- Influencer leveraging
 - Work with a strong tech influencer *Carly Knobloch* to differentiate ENERGY STAR from non-ENERGY STAR.
 - Work with family influencer to demonstrate savings and other benefits.
- Continue to feature ENERGY STAR Smart Thermostats as part of Holiday Promotion.

Google Display Network

Carley K

2018 Lighting Promotion

- **Tagline / Call-to-Action**

- Light the Moment with ENERGY STAR
- Supplemental Low-Income Focused Messaging

- **Objective**

- Broadly encourage all consumers to replace inefficient light bulbs with ENERGY STAR certified LED lighting.
 - Make an emotional, personal connection to incent behavior change.
 - Educate on what makes ENERGY STAR certified lighting the best choice.
- Supplement broad outreach with more targeted outreach to lower-income consumers.
 - Focus messaging on money savings (low-cost, energy savings & high quality – all in one).

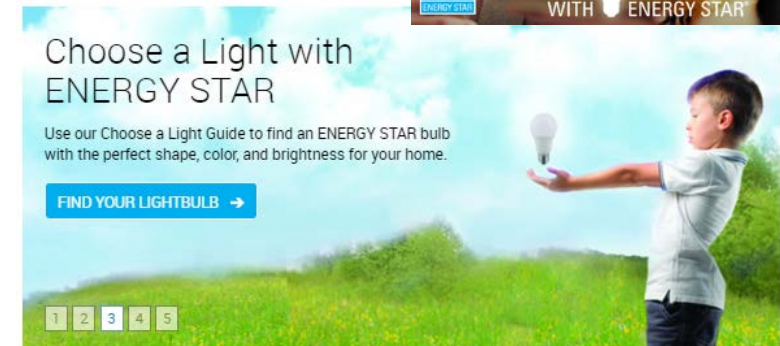
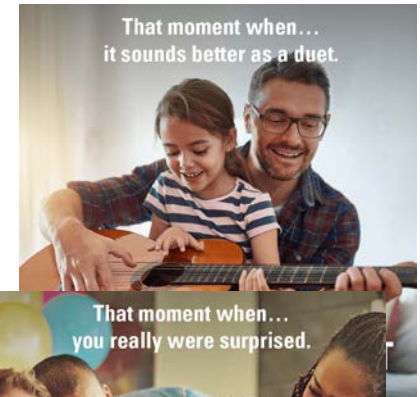
- **Timing**

- October 5th (Energy Efficiency Day) – November 2nd (Daylight Savings Day).



2018 Lighting Promotion: Opportunities

- Digital Tools:
 - Light the Moment Video
 - Seasonal “moments” graphics and messaging.
 - Choose a Light tool.
- Retail Events:
 - Fact Sheets
 - Retail-tainment activities
- **NEW!** Set of digital assets that leverage optimal channels and messaging to reach hard-to-reach.





2018 Lighting Promotion: Lighting Everyone’s Moments

- Supplement Light the Moment with targeted outreach that provides the energy-saving benefits of ENERGY STAR certified lighting to those consumers that need it most!
 - Focus on low-income demographic.
 - Inform messaging and creative based on **NEW!** customer segmentation data.
 - Geo-target to markets where low-cost ENERGY STAR certified bulbs are available.
 - Buy-downs, Rebates, Other – LET US KNOW!
 - Promotion runs October 1st through the end of daylight savings on November 4th.

Household Income	Less than \$20,000	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,000	\$100,000 to \$119,999	\$120,000 to \$139,999	\$140,000 or more
Most or All Incandescent (number of housing units, millions)	7.7	9.1	5.9	4.8	2.5	2.2	1.2	3.1
Most or All Incandescent (percent of “Most or All Incandescent” answers)	21%	25%	16%	13%	7%	6%	3%	9%

Takeaway: 46% of all households with ‘Most or All Incandescent’ lighting earn \$39,999 or below. National average household income is approximately \$53,000. – 2015 RECS

Customer Segmentation Study: Bettering Blues

- Cost is a driving factor in purchasing decisions, so messaging must address that barrier.
- With less disposable income, this audience is calculated and risk-averse when it comes to spending, often weighing the total cost of a product/service rather than the cost of a single item.
- VALUE is also paramount, so bundling cost savings with other benefits (longevity, quality, energy and environmental savings) will show the total ROI to our savvy shopper and will maximize creative impact.
- Messaging should be informative and direct, using a clear call to action to find cost-effective, high-quality lighting – driving right to purchase.
- While cost savings leads, this audience is also motivated by and values environmental protection, preserving the planet for future generations and other lifestyle benefits associated with ENERGY STAR brand.



Bettering Blues

Google Display Network



Google
AdWords

2018 Lighting Promotion: EPA Activation



Rough Cut: Animated Mobile Banner

- Jumping off point before developing final creative assets that will focus on mobile and include:
 - **Suite of mobile banners**
 - **Social media advertising**
- Complement the broader outreach with the Light the Moment video.
- Soon available on the marketing materials page.



SAVE THE DATE!

**JOIN US TO CELEBRATE
ENERGY STAR DAY
TUESDAY, OCTOBER 23, 2018!**



ENERGY STAR DAY, WITH A SPECIAL FOCUS!

- ENERGY STAR Day is a chance to celebrate our accomplishments with our partners!
- This ENERGY STAR Day, US EPA will launch a campaign to empower Americans to save energy and make a difference for the environment with ENERGY STAR, with a special focus on providing the benefits of energy efficiency to underserved audiences:
 - *Saving Energy for Good!*
- Rationale
 - Underserved communities shoulder a disproportionate energy burden relative to the average consumer
 - Energy insecurity causes other problems, as families are forced to make difficult trade-offs between paying energy bills and rent, food and healthcare
 - Most utility partners, and increasingly other partners, offer income-eligible programs, as well as other initiatives that lower prices, to help ease the energy burden for their customers.
 - Working together, we can help make a real impact!

ENERGY STAR. The simple choice for energy efficiency.



SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.



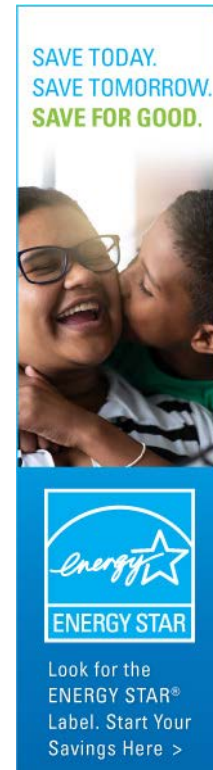
Look for the ENERGY STAR[®] Label and Start Your Savings!





ENERGY STAR CAMPAIGN SUPPORT

- **ENERGY STAR Day Digital Content**
 - Social content, video and digital advertising to help educate and motivate Americans to save energy for good.
- **ENERGY STAR Landing Page**
 - Featuring partner programs and initiatives to support underserved communities, ENERGY STAR Best Value Finder, energy-saving education and product information.
- **Targeted Outreach**
 - Geotargeted ads in participating partner regions, to connect hard-to-reach customers with partner offerings via the campaign landing page.
- **Partner Toolkit**
 - Including digital banner ads, web buttons, images, social posts and messaging points in English and Spanish.





YOUR OPPORTUNITY TO PARTICIPATE

- Share ENERGY STAR social and digital content, demonstrating how partners are working together to empower Americans to Save for Good!
- Share photos and stories of your ENERGY STAR Day activities to demonstrate the movement in action!
- Work together with other partners on retail promotions and events designed to educate and mobilize customers to save energy with ENERGY STAR and you!





OVERVIEW

Spring Promotions



2019 Outreach Plan: ENERGY STAR® PRODUCTS



FEBRUARY | MARCH

NATIONAL PROMOTION
POOL
PUMPS

- Materials Available:
MARCH
- Water Heaters

APRIL | MAY | JUNE | JULY

NATIONAL PROMOTION
FLIP YOUR
FRIDGE

NATIONAL PROMOTION
LAUNDRY

NATIONAL PROMOTION
LIGHTING

NATIONAL PROMOTION
ROOM A/C

NATIONAL PROMOTION
SMART
THERMOSTATS

★ COOLING

★ EARTH
DAY

- Materials Available:
APRIL
- Lighting
 - Smart Thermostat
 - HVAC

SEPTEMBER | OCTOBER | NOVEMBER

NATIONAL PROMOTION
WATER
HEATERS

NATIONAL PROMOTION
LIGHTING

NATIONAL PROMOTION
SMART
THERMOSTATS

NATIONAL PROMOTION
HVAC

★ ENERGY
STAR DAY

★ HEATING

★ RULE YOUR
ATTIC

★ HOLIDAY

- Materials Available:
SEPTEMBER
- Pool Pumps

- Materials Available:
OCTOBER
- Flip Your Fridge
 - Lighting
 - Smart Thermostats

- Materials Available:
NOVEMBER
- Room AC
 - Laundry



Pool Pumps Promotion: 2018 Results

- Google Display Network ads targeted to pool owners in states with utility rebates.
 - GDN: 2.3 million impressions
- Boosted most popular consumer video, Pools of Our Lives, on YouTube (developed in 2016).
 - More than 40,000 views (*view is counted when watched at least 30 seconds*)
- Totals = 10 Markets; 2,745,160 impressions; 10,300 pageviews.

Google Display Network



Video	Impressions	Views	Cost-per-view	Clicks	Cost-per-click	CPM
Pools of Our Lives	426,200	156,305	\$0.04	569	\$10.54	\$14.08

2019 Pool Pumps Promotion

- **Tagline / Call-to-Action**

- Make a Savings Splash!

- **Objective**

- Residential Consumers: Replace old pool pumps with ENERGY STAR certified pool pumps based on huge savings and rebates.
- Contractors: Promote ENERGY STAR certified pool pumps based on consumer savings benefit and midstream rebates.
- **NEW!** Includes above ground pools

- **2019 Materials and Media**

- Add above-ground pool pump messaging.
- Continue to leverage existing creative.
- Supplement with remarketing display ads and boosted Facebook posts leveraging similar themes to drive traffic to promotional page.

- **Timing**

- March launch; but in market when you are.



Light The Moment Earth Day: 2018 Results

- Boosted YouTube video – Light the Moment video
 - 258,663 impressions, 146,581 video views
- Boosted Facebook post – Light the Moment video
 - 826,259 impressions, 161,969 video views



ENERGY STAR Sponsored ·  Like Page

Make ENERGY STAR part of your life this Earth Day and every day. With ENERGY STAR certified LED bulbs helping you save energy, you can protect the environment for a lifetime of precious moments. #LightTheMoment



 22 1 Comment 2 Shares 817K Views

 Like  Comment  Share

Earth Day 2019

- **Light The Moment**
 - Environmental focus
 - Supplement with hard-to-reach similar to fall campaign
- **NEW! Smart Thermostats**
 - Cooling Season focus



THE SMART CHOICE
Made Simple



Discover all the benefits of ENERGY STAR® certified smart thermostats, plus even more money savings with rebates.



Flip Your Fridge Promotion: 2018 Results

- Video ads on YouTube and GDN network drove traffic to energystar.gov/flipyourfridge and energystar.gov/refrigerador (Spanish)
- Totals:
 - 12 markets; 500,989 impressions; 31,245 pageviews

Google Display Network



	Impressions	Total Video Views
English Video Ad	260,287	55,262
Spanish Video Ad	191,250	27,860

2019 Flip Your Fridge Promotion

- **Tagline / Call-to-Action**

- Flip Your Fridge. Replace and Recycle / Recycle and Save.

- **Objective**

- Encourage consumers who have older (more than 15-year old) refrigerators (either first or second) to recycle and replace them with ENERGY STAR certified refrigerators.
 - Focus on low-income based on consumer data.
 - Promote ENERGY STAR Most Efficient, where relevant.



- **2019 Materials and Media**

- Continue to leverage existing creative.
- Supplement with remarketing display ads and boosted Facebook posts leveraging similar themes to drive traffic to promotional page.
- Consider bringing back BobVila.com sweeps with regional tie-ins.

- **Timing**

- Earth Day through Memorial Day



Room AC Promotion: 2018 Results

- Video ads on YouTube and GDN network drove traffic to energystar.gov/roomac and energystar.gov/aireacondicionado (Spanish)
- Totals:
 - 9 markets; 853,478 impressions; 72,384 pageviews

Google Display Network



	Impressions	Total Video Views
English Video Ad	555,276	151,792
Spanish Video Ad	83,763	43,194

2019 Room AC Promotion

- **Tagline / Call-to-Action**

- The Cool Choice for Room AC

- **Objective**

- Encourage consumers who need room AC to choose ENERGY STAR certified models for energy-savings and increased comfort.
 - Focus on low-income and urban demographic based on consumer data.

- **2019 Materials and Media**

- Continue to leverage existing creative.
- Supplement with remarketing display ads and boosted Facebook posts leveraging similar themes to drive traffic to promotional page.

- **Timing**

- Earth Day through July with proactive, geo-targeted, customer segmented pushes during expected heat waves.



Laundry Promotion: 2018 Results

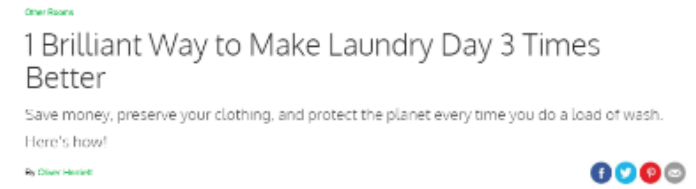
- YouTube [video ad](#) (including GDN network)
 - 715,170 impressions; 432,431 video views
- Influencer Outreach
 - La Guardia Cross – Father's Day themed Feature
 - 117,596 views
 - Bob Vila article / sweeps combo
 - 3.6 mm impressions
- Totals:
 - 4,587,794 impressions; 32,700 pageviews





Laundry Promotion: 2018 Results

- Sponsored article on BobVila.com to reach homeowner audience interested in remodeling and home upgrades.
- Kenmore partnered with BobVila.com to sponsor their laundry machine giveaway. Their sweeps page featured Laundry Made Better messaging.
 - 47,300 unique contest entrants



Wear. Wash. Dry. Repeat. As long as you and your family want fresh, clean clothes, somebody's got to do laundry. Fortunately, that eternal task can be far more efficient, economical, and environmentally sound than ever, thanks to the latest generation of ENERGY STAR certified washers and dryers that cost less to operate and minimize wear and tear on fabrics, all while doing their part to benefit the planet. If all the clothes in the United States were washed in ENERGY STAR certified machines, we could prevent the release of more than 19 billion pounds of carbon emissions annually—the equivalent of the pollution from 1.8 million vehicles!

Clothes washers and dryers that earn the ENERGY STAR are independently certified to save energy. More than simply energy efficient, these wow-worthy new appliances boast cutting-edge advances like high-pressured spraying, and most have eliminated agitators, which means they're gentler on your clothes and better for washing bulky items like comforters.



Photo: energystar.gov

WIN AN ENERGY STAR CERTIFIED WASHER AND DRYER FROM KENMORE! Exclusively on BobVila.com, you can enter to win an ENERGY STAR certified washer and dryer that will make laundry day a cash-, clothes-, and earth-saving pleasure! Don't miss your opportunity to receive a Kenmore Elite Smart 4.5 cu. ft. Front-Load Washer with Accela Wash® and either a gas- or electric-powered Kenmore Elite Smart 7.4 cu. ft. Dryer with Accela Steam™ technology—plus two laundry pedestals with storage drawers to support the set. For the best possible chances of winning, enter once a day, every day, until the contest closes on May 31. **Enter now!**





2019 Laundry Promotion

- **Tagline / Call-to-Action**

- Laundry Made Better



- **Objective**

- Leverage the partner interest and consumer traction inherent for the laundry category to reap the energy-saving benefits associated with ENERGY STAR.
- Promote a value proposition for ENERGY STAR laundry that will resonate with an important, large and growing consumer segment: Dads who do laundry and, of course, the Moms who love the idea of Dads doing laundry.
- NOTE: Separate push on ENERGY STAR Most Efficient heat-pump dryers planned for October 2018.

- **2019 Materials and Media**

- Continue to leverage existing creative, including La Guardia Cross segment.
- Supplement with remarketing display ads and boosted Facebook posts leveraging similar themes to drive traffic to promotional page.
- Consider BobVila.com sweeps, but with regional tie-ins.

- **Timing**

- June through 4th of July weekend to coincide with Father's Day 2018 (Sunday, June 16th) and 4th of July weekend appliance promotions.



Stay Tuned for Next Webinar on Fall, 2019 Promotions in March THANK YOU!

Jill Vohr

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