



ENERGY STAR® Annual Product Promotions Kick-Off 2019





Today's Agenda

- What are Product Promotions?
 - Benefits of participating
 - How to participate
- Fall Results; Key Takeaways
 - Lighting
 - Smart Thermostats
- Updates: Spring Promotions
 - Pool Pumps
 - Flip Your Fridge
 - Lighting
 - Room AC
 - Smart Thermostats
 - Laundry

Promotions/Campaigns

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



Pool Pumps Promotion 2019



Light the Moment 2019



Smart Thermostats 2019



Flip Your Fridge 2019



Room Air Conditioner Promotion 2019



Laundry Made Better 2019



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!



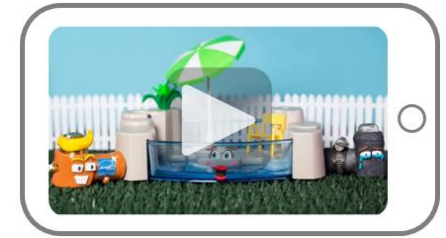
Benefits of Participating

- Leverage ENERGY STAR's trusted brand, reputation, popularity – as well as its 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
 - Driving clicks to your programs
 - NEW this year: participants can receive data on traffic from your region and other metrics (time on page, pages visited, etc.)

MORE THAN
233 MILLION
IMPRESSIONS in print,
social, and online
media in 2018

233000000

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 driving traffic to your programs!



Using ENERGY STAR co-branding in your programs is a journey up a continuum

+ We include the ENERGY STAR logo and messaging in our online marketplace

+ We include the ENERGY STAR logo and messaging in social media

Starting Point:
We require and note "ENERGY STAR® certified" products



+ We include the ENERGY STAR logo, tools, and messaging on our website = **multifaceted, consistent messaging including ENERGY STAR**


+ We include the ENERGY STAR logo on POP & at in-store events

+ We include the ENERGY STAR logo on rebate forms and qualified product lists




ENERGY STAR Marketing Materials for Products


NEW & NOTEWORTHY



Pool Pump 2019



Flip Your Fridge 2019



Light the Moment 2019

Promotions/Campaigns

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



Pool Pump Promotion 2019



Light the Moment 2019



Smart Thermostats 2019



Flip Your Fridge 2019



Room Air Conditioner Promotion 2019



Laundry Made Better 2019



Search library

Browse Marketing Materials by:

Category/Product Type

- Appliances (36)
 - Clothes Dryers (28)
 - Clothes Washers (27)
 - Dishwashers (1)
 - Freezers (19)
 - Refrigerators (26)
- Building Products (3)
 - Seal and Insulate (4)
- Commercial Food Service Equipment (9)
 - Commercial Dishwashers (1)

Show more

Promotion/Campaign

- Earth Day 2018 (17)
- ENERGY STAR Day 2018 (2)
- Flip Your Fridge 2019 (25)
- Holiday 2018 (3)
- Keep Your Cool with ENERGY STAR 2018 (13)
- Laundry Made Better 2019 (14)

Resource Type

- 2018 Retail Signage (64)
- Brochures (5)
- Digital Media Kit (45)
- ENERGY STAR Pledge (3)
- Event Materials (10)
- Factsheet (23)
- Graphics/Images (55)
- Infographics (19)
- Kids Outreach (6)
- Messaging (26)
- Partner Product Image (30)
- Postcards (1)
- Promotion Identifiers/Marks (26)
- Purchasing Guides (4)
- Signage (57)
- Social Media Assets (35)
- Training (5)
- Videos (18)
- Webinars (2)
- Widgets (9)

energystar.gov/marketing_materials



Fact Sheets for Every Promotion

- Pool Pumps
- Refrigerators
- Room AC
- Lighting
- Laundry
- Water Heaters
- Smart Thermostats
- More Coming!



Iluminación de lámpara de mesa/piso



Iluminación de uso general

Iluminación de baño



SOLO LAS BOMBILLAS LED CERTIFICADAS POR ENERGY STAR ESTÁN CERTIFICADAS CON LAS SIGUIENTES CUALIDADES

- ✓ Desempeño de la mejor calidad
- ✓ El brillo y color justo
- ✓ Grandes ahorros en energía. ¡duran más de 25 años!
- ✓ Beneficios para el medio ambiente.

¿No está seguro de qué tipo de bombilla LED es la correcta?

Siga los siguientes pasos o visite nuestra herramienta Choose A Light (Elija su luz) que es fácil de usar y le ayudará a encontrar la bombilla correcta.



energystar.gov/choosealight
(sitio en inglés)

PASO 1: ELIJA LA FORMA DE LA BOMBILLA

Las bombillas LED certificadas por ENERGY STAR están disponibles en diferentes formas y tamaños y sirven para cualquier aplicación. Incluyen empotrados, luces para rieles, lámparas de mesa y más.

	TIPOS DE BOMBILLAS				
LÁMPARAS DE MESA O DE PISO					
LÁMPARAS COLGANTES					
LÁMPARAS DE TECHO					
VENTILADORES DE TECHO					
APLIQUES DE PARED					
LÁMPARAS EMPOTRADAS					
ILUMINACIÓN DE ACENTO					

PASO 4: ELIJA EL BRILLO

Use esta tabla para determinar la cantidad de lúmenes que necesita para igualar el brillo de sus bombillas viejas estándar.

Bombillas estándar (Vatios)	Brillo de las bombillas ENERGY STAR (Lúmenes mínimos)
40	450
60	800
75	1,100
100	1,600
150	2,600

PASO 2: ENCUENTRE SU BOMBILLA

Diríjase a la sección de iluminación y busque la etiqueta de ENERGY STAR. Recuerde, solamente las bombillas que han obtenido el certificado de ENERGY STAR han sido evaluadas de forma independiente para asegurar que rendirán el desempeño y ahorro de energía prometidos.

PASO 3: ELIJA EL COLOR

El color de la luz corresponde a una temperatura en la escala Kelvin (K). Un menor K significa una luz más cálida, amarillenta; mientras que un mayor K significa una luz más fría, azulada.



PASO 5: REVISE EL EMPAQUE

Asegúrese de obtener la bombilla que desea al revisar la etiqueta con información de iluminación que muestra los detalles claves de la bombilla como la luminosidad, vida útil, apariencia de la luz (o color) y la energía consumida.

Lighting Facts Per Bulb	
Brightness	550 lumens
Estimated Yearly Energy Cost	\$0.84
Based on 3 hrs/day, 11¢/kWh. Cost depends on rates and use.	
Life	22 years
Based on 3 hrs/day	
Light Appearance	Warm Cool
Energy Used	7 watts



ENERGY STAR® Certified Smart Thermostats Deliver:

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

Get Convenience, Insight, and Control with ENERGY STAR

While system designs vary, common smart thermostat features include:

- Allowing you to control home heating and cooling remotely through your smartphone.
- Geofencing, which allows your smart thermostat to know when you're on the way home and automatically adjusts your home's temperature to your liking.
- Learning your temperature preferences and establishing a schedule that automatically adjusts to energy-saving temperatures when you are asleep.

What is a Smart Thermostat?

A smart thermostat is a Wi-Fi enabled device that can automatically adjust heating and cooling temperature settings for optimal performance.



Did You Know?

If everyone used an ENERGY STAR certified smart thermostat, savings would grow to 56 trillion BTUs of energy and \$740 million dollars per year, offsetting 13 billion pounds of annual greenhouse gas emissions.



Widgets for Every Promotion & More!



Add our widget to your site

```
<a href="https://www.energystar.gov/products/heating_cooling_smart_thermostats" target="_blank">
```



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

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

GO ▶



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

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- ✓ Convenience, Insight, and Control

GO ▶



Add our widget to your site

```
<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.



Learn more at [energystar.gov](https://www.energystar.gov)



DID YOU KNOW?



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

2

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



3 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.

Learn more at [energystar.gov](https://www.energystar.gov)



How to Participate: Social Media

Puget Sound Energy
Just now · 🌐

We know dads and dudes do laundry, too. In celebration of Father's Day and ENERGY STAR's "Laundry Made Better" campaign, we are giving away a brand new energy-efficient washer and dryer pair from Whirlpool®. To enter, just comment below and tell us how a new washer and dryer will make doing laundry better. Rules at pse.com/rules

Like Comment Share

That moment when...
you made it just like mom used to.

snopud · Follow

snopud Show off your cooking delights and make mouths water with better lighting this holiday season. 🍷 Look for the PUD logo at local retailers for special low pricing on #EnergyStar rated lighting for your kitchen! #ThanksgivingWeek

#LightTheMoment #LookForThePUDLogo #Look4Logo #LookForTheLogo #SpecialPrices #EfficientLighting #Thanksgiving #Holiday #SnoPUD #SnohomishCounty #CamanoIsland #PublicPower #CommunityPowered clean_crawls Thanks PUD! #LookForThePUDLogo viral_capture 🍷🍷

18 likes
NOVEMBER 19

Add a comment...

Ameren Illinois
May 10 at 10:33am · 🌐

After cold temps and snow in April, most of us are dreaming of being poolside. Make your pool energy efficient this year with an ENERGY STAR certified variable-speed pool pump and we'll give you \$275.

Make an Energy Savings Splash | Ameren Illinois
Swimming pools use energy in a variety of ways but you can reduce your energy costs by taking steps to improve your pool's efficiency.
AMERENILLINOISSAVINGS.COM

Like Comment Share

Oncor @oncor · Oct 26

Your moments, your world, both deserve the best. Light them with @ENERGYSTAR certified LED bulbs. #LightTheMoment social.oncor.com/tx2e

Like Comment Share

Entergy Mississippi @EntergyMS · Apr 24

It's time to #FlipYourFridge. This spring, replace your old refrigerator with a new @ENERGY STAR certified model and get \$100 in incentives from us. Visit entergysolutionsms.com/appliances to learn more. #energyefficiency #earthdayeveryday

Like Comment Share

Pepco @PepcoConnect · Oct 8

Did you know 10/23 is #ENERGYSTARday? We can help you save energy & money with rebates and instant discounts on select @ENERGYSTAR certified products. bit.ly/PepcoENERGYSTA...

Like Comment Share



How to Participate: Online Marketplace

The screenshot shows a product page for an Ivation IVADH30PW dehumidifier. The product is priced at \$187. Key features listed include 30 pints per 24 hours, a washable filter, and 2 fan speeds. A 'Best Online Offers' sidebar shows a Sears offer for \$187 and another offer for \$190. The page also features an 'Energy Score' of 100 and a 'CLEARCOST' of \$1,763. A price comparison section indicates a higher price compared to similar dehumidifiers. The product details section includes a large image of the dehumidifier and a smaller thumbnail image.

The screenshot shows a 'mass save' website page for LED light bulbs. The page features a blue header with the 'mass save' logo and navigation links for 'Save', 'Shop', 'Learn', and 'Search'. A main section titled 'LED Light Bulbs' encourages users to 'Light up your world with discounted ENERGY STAR® certified LEDs.' Below this, there is a large image of an LED light bulb next to the ENERGY STAR logo. A text block explains that LED bulbs use 80 to 90 percent less energy than traditional incandescent bulbs and last 15 to 25 years. A call to action states that users can get instant price discounts on ENERGY STAR certified LED bulbs when buying from a participating retailer or through the online store. At the bottom, there are two buttons: 'STORE FINDER' and 'BUY ONLINE'. On the right side, there is a sidebar with links for 'Back to Rebates and Incentives', 'Share', 'Explore More Topics', 'Light Bulbs Guide', 'Energy Saving Tips', 'Saving Energy Safely', 'CFL Recycling', and 'Residential Blog'. A final call to action at the bottom right says 'Explore Energy-Saving Products for Your Home'.

How to Participate: In-Store Promotions and Events



How to Participate: POP

WAYS to SAVE this WINTER

\$50 REBATE on ENERGY STAR certified electric clothes dryers

- Saves up to \$300 in energy costs over its lifetime
- 20% more efficient than a standard dryer

\$40 REBATE on ENERGY STAR certified room air cleaners

- Keeps your indoor air fresh while saving you up to \$250 in energy costs over its lifetime
- 40% more efficient than a standard room air cleaner

MASS SAVE
is here to make your home more COMFORTABLE AND ENERGY-EFFICIENT all winter long!

Learn more at MassSave.com

BROUGHT TO YOU BY

MORE BULB LESS BILL

Get reduced pricing on ENERGY STAR® LEDs and even up to \$40 over the lifetime of each bulb.

TREAT LEFT-THE-LIGHTS-ON FEVER

UPGRADE TO ENERGY STAR LEDs

ENERGY STAR LEDs last up to 25 times longer and use up to 80% less energy than traditional incandescent bulbs, even if you forget to turn them off.

Find the right bulbs for your fixtures at energytrust.org/lightbulb

Serving customers of Portland General Electric, Pacific Power, 100 National, Cascade Natural Gas and Avista, LLC

smart ideas®

\$400 ComEd REBATE

ON ENERGY STAR® CERTIFIED

VARIABLE SPEED POOL PUMPS

\$400 ComEd REBATE on Variable Speed Pool Pumps

ComEd. powering lives
An Exelon Company

Eligibility requirements apply.



How to Participate: News/Press Releases

My Account Residential Business Our Company

CenterPoint Energy

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Recent News

- CenterPoint Energy and Vectren complete merger
- CenterPoint Energy Announces Intent to Voluntarily Delist Outstanding Vectren Utility Holdings Notes from NYSE
- CenterPoint Energy's Minnesota Foodservice and Home Energy Squad energy efficiency programs receive national honor
- CenterPoint Energy and Vectren merger receives final order from the Indiana Utility Regulatory Commission
- Keep your family safe and healthy by preventing carbon monoxide exposure

[See all news >](#)

CenterPoint Energy celebrates ENERGY STAR Day

Energy efficiency programs help customers reduce their energy usage. Tuesday-October-23-2018

Houston – Oct. 23, 2018 – Today, on ENERGY STAR Day, CenterPoint Energy celebrates its continued commitment to assist customers reducing energy usage through several energy efficiency and programs to customers, including the High Efficiency Homes (HEH) Program for new homes and Agencies in Action (AIA) Program for eligible homes.

- Agencies in Action:** CenterPoint Energy partners with area community agencies and non-profits by providing whole home energy efficiency upgrades.
- Hard to Reach:** Pays higher incentives to contractors and companies for the installation of energy efficiency retrofits in the homes of income eligible customers.
- Multi-family Direct Install:** Installs energy-efficient lighting measures at no cost to the tenant, property owner or developer.
- Affordable Single Family:** Pays incentives for non-profits to install energy efficiency upgrades in new ENERGY STAR homes for lower-income families.
- Hard to Reach Water and Space Heating:** Pays incentives to developers for water heating above federal efficiency standards.

The total greenhouse gas emission reduction produced from the programs is equivalent to more than 6.638,571 hours of 6,638,571 saved by the programs is equivalent to more than 1 million miles driven by an average passenger vehicle or enough to support an additional 533 homes for one year.

"We're proud to celebrate ENERGY STAR Day and help our customers save money," said Daniel Dippon, director of Electric Energy Efficiency Business Development for CenterPoint Energy. "Our single-family residential programs help customers reduce energy usage through energy-efficient measures in both new and existing homes in our territory."

BGE
An Exelon Company

News Release

Contact
Aaron Koo, aaron.koo@bge.com
Baltimore Gas and Electric Company (BGE)
BGE Media Hotline: 410.470.7433

FOR IMMEDIATE RELEASE

"Flip Your Fridge" this Spring for a \$50 Recycling Reward

BGE residential customers can get \$50 from the BGE Smart Energy Savers Program® for recycling their old working refrigerator or freezer

BALTIMORE (April 20, 2016) - BGE is partnering with the U.S. Environmental Protection Agency for the "Flip Your Fridge" campaign to encourage residential electric customers to recycle their working refrigerators and freezers. Not only will customers get a \$50 reward per appliance recycled but they will save energy, reduce waste and help make a difference for the environment.

A spare refrigerator in a basement or garage wastes up to 1,200 kWh of energy and costs as much as \$100 to run every year. Through BGE's Appliance Recycling Program, 95 percent of each fridge can be recycled. This prevents usable materials from entering a landfill and decreases the demand for raw materials, such as steel, aluminum, copper, glass and plastic. Recycling and proper disposal of appliances also leads to an enormous reduction in emissions of ozone-depleting substances and greenhouse gases.

BGE's Appliance Recycling Program makes it easy for customers to recycle their old appliances. Customers simply contact BGE to schedule a pickup, and the old appliances will be hauled away at no additional cost. Customers receive a \$50 reward when they recycle a refrigerator or freezer and an additional \$25 reward if they recycle a room air conditioning unit or dehumidifier at the same time.

Each household can recycle two refrigerators or freezers through this program. Appliances must be in working (cooling) condition and measure 10 to 30 cubic feet, which is the standard size for most refrigerators and freezers. Room air conditioning units and dehumidifiers may also be recycled through this program, only if picked up at the same time as an eligible refrigerator or freezer. Appointment required and can be scheduled at BGERecycleMyOldFridge.com or by calling 866.898.1901.

The BGE Smart Energy Savers Program also offers [rebates up to \\$150 on the purchase of ENERGY STAR® certified refrigerators](#). Offering appliance recycling rewards and rebates for energy efficient appliances are some of the many ways that BGE is moving smart energy forward.

The **BGE Smart Energy Savers Program** is a suite of programs that enable customers to control their energy use, leading to more efficient use of electricity and lowering energy bills from where they otherwise would be. Collectively, the programs help contain the cost of energy and improve reliability. The programs also help to reduce peak demand and slow the growth in energy consumption to less need for more power plants. BGE offers energy-saving solutions for renters, homeowners, large small business customers, nonprofits and institutional customers. More information is available at BGESmartEnergy.com. These programs support the EmPOWER Maryland Energy Efficiency Program.

###

BGE, founded in 1816 as the nation's first gas utility, is Maryland's largest natural gas and electric utility. Headquartered in Baltimore, BGE delivers power to more than 1.25 million electric customers and more than 650,000 natural gas customers in central Maryland. The company's approximately 10,000 employees are committed to the safe and reliable delivery of natural gas and electricity, as well as

April 20, 2018

SMMPA and its Members Partner With ENERGY STAR's Flip Your Fridge Campaign

Cool for You. Cool for the Planet.

Now's the Time to Flip Your Fridge and Save! Recycle that old energy-wasting refrigerator and replace it with a new ENERGY STAR® certified model. You'll save energy and you can save even more with a utility rebate!

SMMPA member utilities offer rebates of \$25 on the purchase of new ENERGY STAR Refrigerators, plus an additional rebate to pay for recycling your old working refrigerator.

Rebate forms are available by clicking [here](#) and selecting your utility.

Refrigerators that are 15 years or older use twice as much energy as a new ENERGY STAR certified refrigerator. Replacing that old energy-wasting refrigerator with a new ENERGY STAR certified refrigerator could save you more than \$270 in energy costs over the next five years. Learn more and get guidance choosing the right refrigerator for your home here: www.energystar.gov/flipyourfridge.

Flip Your Fridge to ENERGY STAR, the simple choice for energy efficiency!





How to Participate: Newsletter

Web Version | Update preferences | Unsubscribe | Like | Tweet | Forward

WATT'S UP

NEWS FROM HAWAII ENERGY

Hawaii Energy's program year ends on June 30, 2016. Please submit your applications as soon as possible to ensure you receive your rebate! Stay tuned later this summer as we announce the rebate offerings for next year.

appliances we use and love. Bottom line? It's easy to forget how many interwoven parts allow us to consume these resources each day...and that makes them even more valuable.

With over 1 million people in Hawaii, every step we take to conserve water and energy matters. Making it a part of your daily routine can be easy and could even save you some money! Here are some helpful links to help you get started:

- [Seven Easy Ways To Save Water](#) (Honolulu Board of Water Supply)
- [Tips on Lowering Your Water Heating Costs](#) (Hawaii Energy)
- [Saving Water Saves Energy](#) (U.S. Environmental Protection Agency)

Happy Earth Month from all of us at Hawaii Energy!

*Hawaii Business Magazine, Our Water World, Nov. 2015

ENERGY STAR® Wants You To #FlipYourFridge!

Replacing an old refrigerator with a new ENERGY STAR certified model will save you energy and money and help protect the climate. Now until June 10, Hawaii Energy will give you \$150 to purchase a new ENERGY STAR fridge* and trade in your old one! For more information, call 537-5577 (Oahu) or 1-877-231-8222 (toll-free) or visit HawaiiEnergy.com.

Don't forget to follow #FlipYourFridge and ENERGY STAR on social media to join the campaign!

*Must be 16 cu. ft. or larger and purchased from a Participating Retailer. This rebate is currently suspended in Hawaii County (read more here).

Hawaii Energy is independent of the electric utility. We are dedicated to helping residents and businesses save energy and money on their electric bill by offering rebates on energy-efficient equipment purchases as well as education and training opportunities.

1132 Bishop Street, Suite 1800
Honolulu, HI 96813
hawaiienergy.com/ehdos.com

PECO An Exelon Company

Make your home comfortable and reduce energy costs!

Dear Laura,

Upgrading to high-efficiency heating and cooling equipment can improve comfort, substantially reduce energy use and save you money year-round. Plus, PECO offers rebates on ENERGY STAR® certified models to help reduce your upgrade costs.

- Equipment: Rebates starting at \$225*
- Tune-Ups: \$25 rebate
- Electric Heat Pump Water Heaters: \$350 rebate

SEE ALL REBATES ▶

LIMITED TIME OFFER

Higher Rebates on Installations Between 9/1-11/30/17!

Ask your contractor for help choosing the right equipment for your home. Then, apply for rebates at peco.com/rebates.

Product Spotlight: Hybrid Water Heaters

An ENERGY STAR certified heat pump water heater can save a four-person family \$330 per year in energy bills—\$3,400 over its lifetime—and will pay for its additional cost in about two years.**

To improve efficiency, ENERGY STAR certified heat pump water heaters use a highly efficient heat pump—essentially a refrigerator run in reverse—to transfer heat from the surrounding air to the water. In fact, they use less than half the energy of a standard electric storage water heater.

▶ For more energy-saving ideas, visit peco.com/home or call 1-888-5-PECO-SAVE (1-888-573-2672).

Limited time rebate offer good for installations completed between 9/1/17 and 11/30/17 only. *Based on limited time offer of a 3-ton 16-17.99 SEER air source heat pump. **Source: energystar.gov

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APPALACHIAN POWER | Log In | Register | Search | 1-800-956-4237

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Save Energy | Residential | Watt, Why & How e-Newsletter | View Stories

Learn Energy Efficiency
Calculate Your Energy Use
Energy Saving Programs
Green Pricing
Watt, Why & How e-Newsletter
Electric Vehicles
Weather Stations
Need to Reduce Payments?

Watt, Why & How e-Newsletter

The Smart Choice Made Simple

For the average American household, almost half of the annual energy bill goes to heating and cooling – more than \$900 a year. Being smart about how you control your temperature settings with an ENERGY STAR® certified smart thermostat will help you save money and stay comfortable in your home.

What is a smart thermostat? A smart thermostat is a Wi-Fi enabled device that can automatically adjust heating and cooling temperature settings for optimal performance. Smart thermostats that earn the ENERGY STAR label have been independently certified, based on actual field data, to save energy.

ENERGY STAR certified smart thermostats provide convenience, insight, and control. While system designs vary, common smart thermostat features include:

- Learning the temperature that you like and establishing a schedule that automatically adjusts to energy-saving temperatures when you are asleep or away.
- Providing home energy use data that you can track and manage.
- Allowing you to control your home heating and cooling remotely through your smartphone.

ENERGY STAR certified smart thermostats provide enhanced comfort in your home by allowing you to control temperatures based on your preferences and lifestyle – and still save energy. If everyone uses an ENERGY STAR certified smart thermostat, savings would grow to 56 trillion BTUs of energy and \$740 million dollars per year, offsetting 13 billion pounds of annual greenhouse gas emissions.

Appalachian Power provides rebates to help you make the smart choice for your home. You can receive a \$50 rebate on your purchase of a current ENERGY STAR certified smart thermostat. To learn more about our Efficient Products program and to apply for your smart thermostat rebate, please visit our website at www.TakeChargeWV.com/residential/products

ENERGY STAR is the simple choice for energy efficiency. For more than 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at energystar.gov



How to Participate: Mail Inserts

ComEd
Energy Efficiency Program

Make the right choice.

1 CHOOSING THE BRIGHTNESS

With incandescent bulbs, wattage was the best way to gauge a bulb's brightness. When looking for an LED that's comparable in brightness to the incandescent you're replacing, you'll need to look for lumens. This chart will help you make the right choice.

INCANDESCENT (WATTS)	→ LED (WATTS)	→ LED (LUMENS)
40 W	4 - 7 W	450 lm
60 W	6 - 11 W	800 lm
75 W	10 - 13 W	1100 lm
100 W	11 - 18 W	1600 lm

LOOK FOR LUMENS

2 CHOOSING THE STYLE

LEDs are available in a variety of styles to fit all types of fixtures, such as recessed cans, ceiling fans, enclosed fixtures and outdoor fixtures. When choosing an LED, check the bulb packaging to make sure it's appropriate for your specific fixture.



Before you shop, be sure to watch our brief *Five Things You Should Know about LEDs* video for additional information that can help simplify your LED shopping experience.

ComEd.com/LEDs

Why Choose ENERGY STAR Certified Bulbs?



- Compared to incandescent bulbs, ENERGY STAR certified LEDs:
- Provide the same brightness (lumens) but use about 75% less energy (watts)
 - Last at least 15 times longer
 - Come with manufacturer-backed warranties

3 CHOOSING THE LIGHT APPEARANCE

Having trouble finding a bulb that produces the color of light you like? Look for the bulb's color temperature. It's measured in degrees of Kelvin (K) and can be found on the Lighting Facts label on every light bulb package.

- For a warm color similar to the familiar yellowish light of incandescent bulbs: Choose 2700K to 3000K.
- For a neutral, bright white color: Choose 3500K to 4100K.
- For a cooler color, similar to natural daylight: Choose 5000K to 6500K.

TAKE THIS CARD WITH YOU WHEN YOU SHOP!



LOOK FOR KELVIN (K) RATING

Switch and save right away



Look for the Consumers Energy instant savings label in store to save up to \$4 per bulb instantly on LED bulbs.

Find retailers offering instant rebates at LightingFinder-ConsumersEnergy.com

ENERGY STAR CERTIFIED BULBS:

- ✓ Are tested for safety, light quality and durability.
- ✓ Last up to 15 times longer than incandescent bulbs.*
- ✓ Generate about 70 percent less heat, making them safer and more efficient.*

*Source: EnergyStar.gov



© 2013 | 11M | 018



How to Participate: Web

That moment when...
it sounds better as a duet.

LIGHT the MOMENT
WITH ENERGY STAR

CLICK TO LEARN MORE

focus on energy
Partnering with Wisconsin utilities

Get your \$50 rebate on an ENERGY STAR certified Clothes Washer from AEP OHIO

More tips on how to save energy while staying cool this summer:

- Always use HE (High Efficiency) detergent.
- Wash your clothes in cold water.
- Use a drying rack or hang clothes outside instead of using a dryer.
- Activate the high spin speed option.

LAUNDRY MADE BETTER
Better for You & the Planet

[Update Email](#) [Privacy](#) [Contact Us](#)

Some program requirements and limitations exist. Visit website for details.

We respect your right to privacy. [View our policy.](#)

To discontinue all emails from AEP Ohio, please reply to this email and include the word "unsubscribe" in the message body.

CONNECT

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[Save Energy](#) | [Residential](#) | [Rebates & Savings Programs](#) | [Efficient Lighting Discounts](#)

Participating Retailers

Efficient Lighting Discounts

Get instant, in-store discounts when you buy ENERGY STAR certified LEDs at participating retailers or through our online store.

[Find a Retailer Near You](#)

Why LEDs? They're the solution that makes sense:

- **Save energy:** ENERGY STAR certified LEDs use 70-90% less energy than standard incandescent bulbs.
- **Save money:** A single LED saves you more than \$60 in electricity costs over its lifetime.
- **Long lasting:** LEDs last 15 times longer than standard incandescent bulbs.
- **Peace of mind:** ENERGY STAR certified LEDs have a three-year warranty.
- **Cool comfort:** LEDs provide a bright, pleasant light, remain cool to the touch and are safe to operate.

Please note: There is a 12-bulb limit per purchase. Program funding is limited and participation is on a first-come, first-served basis.

See the Light Library
Helpful resources to get you started:

- ENERGY STAR Choose a Light Guide
- ENERGY STAR Light Bulb Savings Calculator
- How to recycle CFLs

Clothes Dryers | Programs provided | <https://nhsaves.com/programs/clothes-dryers/>

Ask the Expert - Clothes Dryers Have Earned the ENERGY STAR!

Check out this video to get expert advice on saving energy with an ENERGY STAR certified clothes dryer! Qualifying dryers use 20 percent less energy than conventional models, delivering financial savings and a reduced carbon footprint to American families.

[Learn More](#)

LEARN MORE AT energystar.gov

0:07 / 1:20

Ask the Expert Videos!



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.

Widgets with Feeds!

- Ways To Save Tips Web Service

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.

energystar.gov/waystosavetips



Select Your Community to Start Saving Energy



[View map of all participating Delaware communities, and a map of all Ohio 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.



Galion, Ohio



Georgetown, 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 a new ENERGY STAR certified smart thermostat

[ENERGY STAR certified smart thermostats](#) provide convenience, insight, and control. If everyone used an ENERGY STAR certified smart thermostat, savings would grow to 56 billion BTUs of energy and \$740 million dollars per year, offsetting 13 billion pounds in annual greenhouse gas reductions.

Way to Go on Ways to Save!



Product Content Widgets

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



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

- 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 homeowner

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

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

320 pixels wide



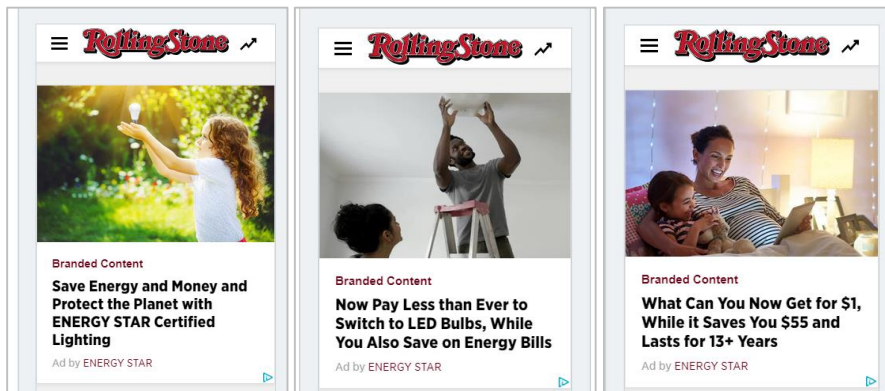
RESULTS TO DATE

Fall Promotions

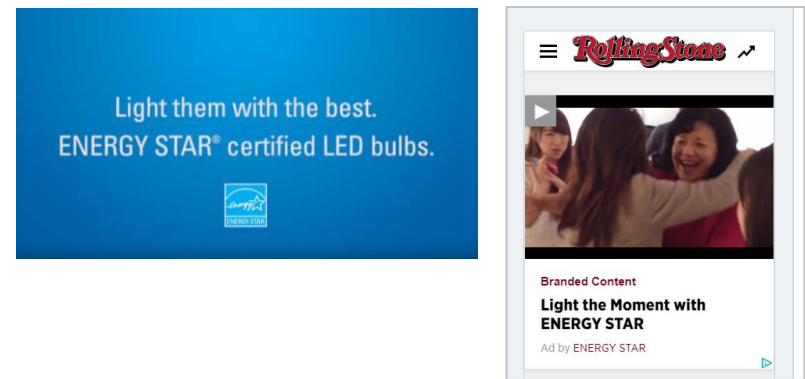


Fall Lighting Promotion

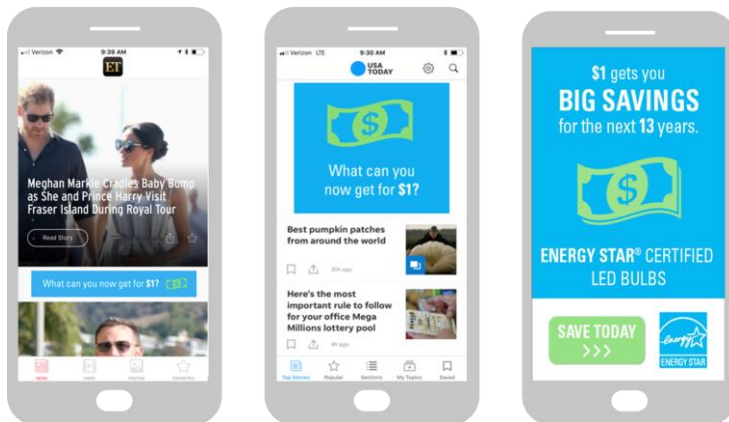
Native mobile ads on ShareThrough



Native video ad on ShareThrough



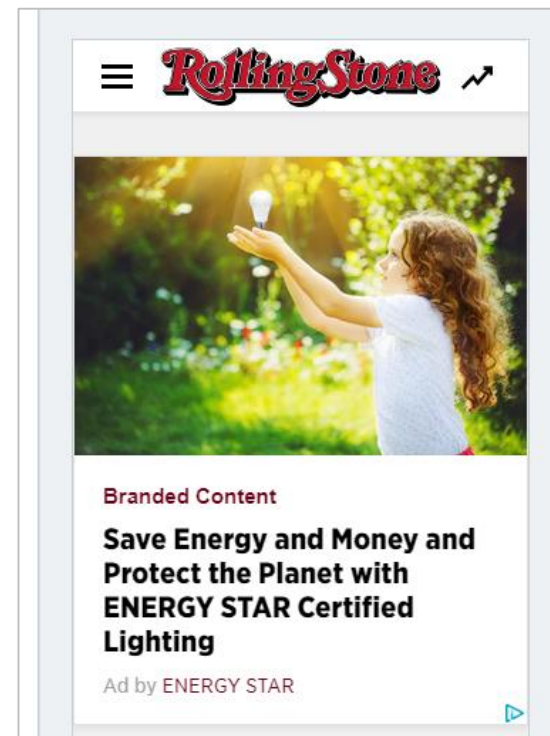
Mobile display ads on GroundTruth



- **First ever all-mobile promotion**
 - Educate and drive awareness among lower-income audience; drive video views among broader audience
 - Geo-targeting active program markets

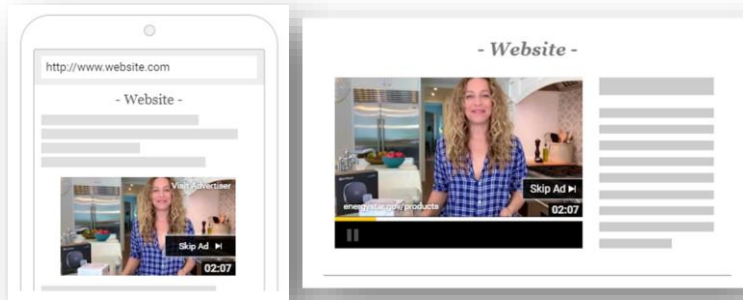
Results/Key Takeaways

- **Top-Line Performance**
 - **2MM** Impressions, **64K** Video Views
 - This campaign **met or exceeded** all industry benchmarks
 - These visitors spent more than **2.4 minutes** on the landing page, almost 1 minute longer than page average of 1:55 minutes
- **Key Takeaways**
 - Overall performance was on the higher end of the benchmark range for CTR
 - Simple, straight forward messages converted best; environmental messages resonated with low-income audience
 - Static ads were most effective
 - Keep the CTA consistent throughout the frames



Fall Smart Thermostats Promotion

Video ad on GDN

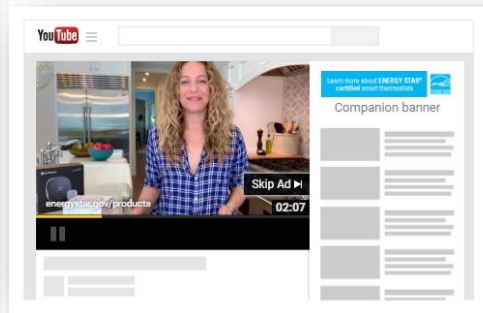


Video ad on Oath



- **Carley Knobloch**
 - Partnered with tech lifestyle influencer Carley K to develop a customer testimonial video
 - Leveraged Carley’s video in a paid campaign targeted at tech enthusiasts
- **“Do It On a Dime”**
 - Partnered with a thrifty YouTuber to create a holiday themed gift giving video to promote Smart Thermostats

Video ad on YouTube



Results/Key Takeaways

- **Carley Knoblock**
 - **616,425 Impressions, 372,157 Video Views**
 - Extremely engaging video with a **67% VTR** on Oath and **42% VTR**
 - Tech audience targeting (Oath 1st party) delivered the most views and best overall view rate
- **“Do It On a Dime”**
 - **137,000+ views**, 10,000 likes, 555 comments, 4:04 average watch time from her YouTube followers
- **Key Takeaways**
 - Content and influencer resonated very well with the super techie audiences
 - Desktop Computers delivered the most views and highest view rates
 - Older men drove majority of views and best view rate
 - Top 10% HHI were the most engaged audiences, delivering best VTR and 2nd most views



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



OVERVIEW

Spring Promotions



Pool Pumps 2019

- **Tagline / Call-to-Action**
 - Make a Savings Splash!
 - **NEW!** Specification change: Only variable speed; includes above-ground
- **Objective**
 - Encourage consumers to replace old pool pumps with ENERGY STAR certified pool pumps based on huge savings and rebates as applicable
- **Timing**
 - March - April
 - Will customize our regional outreach with your plans



MAKE A SAVINGS SPLASH WITH AN ENERGY STAR® CERTIFIED POOL PUMP.
Visit energystar.gov/poolpumps today.



Pull the Plug on a Big Energy Drain

Your pool pump could be your home's second largest energy user, costing you nearly \$500 in energy every year. ENERGY STAR certified pool pumps use less energy than standard pool pumps, saving you money on your energy bills. ENERGY STAR certified pool pumps:

- Use up to 70% less energy than standard pool pumps.
- Save you \$290-\$350 per year in energy bills.

The big savings mean you'll see the payback on the additional investment in an ENERGY STAR pool pump in less than two years!

Dive in to Savings with Utility Rebates

Many utility companies offer rebates toward your purchase of a new ENERGY STAR certified pool pump. Go to www.energystar.gov/rebatefinder for details.

With ENERGY STAR, Smarter Tech Runs Deep

Pool pumps that have earned the ENERGY STAR use reliable two-speed or variable speed technology:

- Two-speed models that use a low speed for filtration and a high speed for cleaning.
- Variable speed models that can be programmed to deliver the right flow for multiple tasks. Certified models also run quieter and prolong the life of your pool's filtering system.

How do ENERGY STAR Certified Pool Pumps Save Energy?

Conventional pool pumps use the same high pump speed regardless of the task assigned—even though filtration, the number one task of a pool pump, requires one-half the speed (using one-eighth the power) of pool vacuuming. ENERGY STAR pool pumps offer variable speeds that deliver the right speed for different tasks, using much less energy.

Is it Time to Take the Plunge?

Does your pool pump show these warning signs of wearing out and wasting energy? If so, it could be time to call a pool services contractor.

- It seems less powerful than in the past.
- It won't start or starts slowly.
- It makes noise.
- Your pump is seven to ten years old.
- It occasionally gets hot and shuts off.

If every pool pump in the U.S. were ENERGY STAR certified, families could save \$1.3 billion in energy costs every year and prevent greenhouse gas emissions equal to more than 2 million cars.





New Certified Above-Ground Models Now Available!

- Above-ground certified pool pumps use 17% less energy than standard models.
- For more information, download our [factsheet!](#)

Pool Pump Type	Models Available
Certified Above-Ground	3
Certified In-Ground	70

Type of Pool Pump	Annual Savings (\$)	Lifetime Savings (\$)	Payback (years)
Small In-Ground	\$85	\$415	1.2
Standard In-Ground	\$310 - \$445	\$1,500 - \$2,200	1.2
Standard Above-Ground	\$28	\$120	1.0

Pool Pumps 2019: What EPA is Planning

- Continue placing engaging video ad via YouTube and social media
- Supplement with targeted display ads
 - Target pool owners in markets with active programs
 - Utilize GDN and explore other platforms to best target pool owners
 - Leverage custom targets based on video views
- Working with Pentair and Hayward, as well as Leslie's Pools on co-marketing projects featuring ENERGY STAR certified pool pumps



Google Display Network



Pool Pumps 2019: What You Can Do

- Digital media
 - Online / Social
 - Web buttons, digital graphics, and educational content
 - Video assets (Ask the Expert & short promotional videos)
- Direct mail / email
- Retail POP building blocks and factsheet
 - Includes above-ground
 - Leslie's Pool Supply in-store POP opportunities
- **Notification of Participation: End of February for EEPS promoting in March**

Pull the Plug on a Big Energy Drain
 Your pool pump could be your **home's second largest energy user**, costing you as much as \$550 in energy every year. Pool pumps that have earned the ENERGY STAR are independently certified to save energy, save you money, and help protect the environment. In fact,

- Certified in-ground pool pumps use up to **65% less energy** than standard pool pumps and can **save up to \$445 a year** in energy bill costs.
- Certified above-ground pool pumps use about **17% less energy** and can **save \$120 over the lifetime** of the product.
- ENERGY STAR certified pool pumps run quieter and prolong the life of your pool's filtering system.

Let's Get Technical

Conventional pool pumps can deliver only high flow regardless of the task assigned—even though filtration, the number one task of a pool pump, requires half the flow (using 1/8 the power) of pool cleaning.

ENERGY STAR certified pool pumps' save energy by using efficient motors, advanced hydraulic designs, and variable or two-speed technology to deliver the appropriate flow for water filtration, fountains, and cleaning.

Splashing with Savings

Compared to a new, standard pool pump, ENERGY STAR certified products deliver savings based on the type and size (see Table 1). An in-ground pool pump that has earned the ENERGY STAR label can save you thousands of dollars over the lifetime of the product. That means this kind of investment could pay for any additional upfront cost in less than two years.

Dive into Savings with Utility Rebates

Many utilities offer incentives for purchasing an ENERGY STAR certified pool pump. Table 2 shows several examples from across the country.

Check with your local utility for more details or go to www.energystar.gov/rebatefinder.

Table 1: ENERGY STAR Certified Pool Pump Savings Compared to Standard New Pool Pumps

Type of Pool Pump	Annual Savings (\$)	Lifetime Savings (\$)	Payback (years)
Small In-Ground	\$84	\$415	1.2
Standard In-Ground	\$310 - \$445	\$1,500 - \$2,200	1.2
Extra Small Above-Ground	\$7	\$30	2.7
Standard Above-Ground	\$28	\$120	1.0
Pressure Cleaner Booster	\$13	\$60	3.2

Table 2: ENERGY STAR Certified Pool Pump Rebates

State	Utility	Incentive
CA	TD WATER & POWER	\$200
HI	Hawaii Energy	\$125
IL	ComEd	\$275
MD	Delmarva Energy Services	\$400
NH	EVERSOURCE	\$500
NY	PSEG LONG ISLAND	\$350
VT	Efficiency Vermont	\$800



Pool Pumps 2019: What Others Are Doing

Entergy Arkansas
April 12 · 🌐

Dive into BIG savings this summer with an ENERGY STAR certified pool pump. They use up to 70% less energy, saving you up to \$350 a year! <http://enter.gy/6184DkM7a>

MAKE A SAVINGS SPLASH WITH A NEW POOL PUMP.

ENERGY STAR certified pool pumps save money, save energy, and protect the climate.

Dive in TO SAVINGS WITH UTILITY REBATES

Many utility companies offer rebates toward your purchase of a new ENERGY STAR certified pool pump. You may already be primed for big savings.

Go to www.energystar.gov/rebate-finder for details.

The Simple Choice for Energy Efficiency.
ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at energystar.gov.

MAKE A SAVINGS SPLASH WITH AN ENERGY STAR® CERTIFIED POOL PUMP
Good for You. Good for the Planet.

Pull the Plug on a Big Energy Drain

Your pool pump could be your home's second largest energy user, costing you nearly \$500 in energy every year. ENERGY STAR certified pool pumps:

- Use up to 70% less energy than standard pool pumps.
- Save you up to \$350 per year in energy bills.
- Deliver payback on the investment in less than two years!

How Do ENERGY STAR Pool Pumps Save Energy?

Conventional pool pumps use the same high pump speed regardless of the task assigned—even though filtration, the number one task of a pool pump, requires one-half the speed (using one-eighth the power) of pool vacuuming. ENERGY STAR pool pumps offer variable speeds that deliver the right speed for different tasks, using much less energy.

With ENERGY STAR, Smarter Tech Runs Deep

Pool pumps that have earned the ENERGY STAR use reliable two-speed or variable speed technology:

- Two-speed models use a low speed for filtration and a high speed for cleaning.
- Variable speed models can be programmed to deliver the right flow for multiple tasks.

Certified models also run quieter and prolong the life of your pool's filtering system.

Is it Time to Take the Plunge?

Does your pool pump show these warning signs of wearing out and wasting energy? If so, it could be time to call a pool services contractor. Check to see if your pool pump:

- Seems less powerful than in the past.
- Makes noise.
- Occasionally gets hot and shuts off.
- Won't start or starts slowly.
- Is seven to ten years old.

Dive in to Savings with Pepco Rebates

Pepco offers rebates up to \$400 when you buy an ENERGY STAR certified pool pump. Learn more at pepco.com/poolpump.

If every pool pump in the U.S. were ENERGY STAR certified, families could save \$1.3 billion in energy costs every year and prevent greenhouse gas emissions equal to more than 2 million cars.

GRU
New York Energy

FOR MY HOME FOR MY BUSINESS ENVIRONMENT & COMMUNITY

Pay My Bill | Report An Outage | Start, Stop, Move

My Home

Services designed to enhance your quality of life

Our customer convenience is unmatched by electric-utility companies. Our one-stop shopping service can save you time and money—one bill, one call, one company.

We offer a multitude of services, including convenient payment methods, energy audits and money-saving tips a choice in bill type and much, much more. To learn about the services available for your home, please make a selection from the menu on the left of your screen.

Improve the comfort

Widgets & Share Graphics

Co-Brandable Fact Sheet

Infographics

Flip Your Fridge 2019

- **Tagline / Call-to-Action**
 - Flip Your Fridge. Replace and Recycle / Recycle and Save.
- **Objective**
 - Encourage consumers who have older (more than 15 years old) refrigerators (either first or second) to recycle and replace them with ENERGY STAR certified refrigerators
 - Focus on hard-to-reach based on consumer data
 - Low to mid-income (LMI)
 - Elderly
 - Spanish-speaking
- **Timing**
 - Earth Day through Memorial Day



Flip Your Fridge 2019: What EPA is Planning

- Continue placing engaging video ad via YouTube and social media
- Supplement with targeted display ads via GDN, Instagram and YouTube
 - Target hard-to-reach in markets with active programs
 - Leverage custom targets based on video views and other sources
- Bringing back BobVila.com sweeps with regional opportunities!

YouTube



Google Display Network





Flip Your Fridge 2019: What You Can Do

- Digital media
 - Online / Social
 - Web buttons, digital graphics, and educational content
- Best Value Finder
- Refrigerator calculator
- Retail POP building blocks and factsheet
 - Ruler
- **Notification of Participation: April 8th**



ENERGY STAR Best Value Finder

Filter Your Results

filter by keyword

Type

- Top Freezer (340)
- Bottom Freezer (775)

Pricing is from a Sample of Retail Websites

Sorted: lowest to highest price

Share Your Results

Insignia - NS-RTM21SS7

Top Freezer | 21.0 cubic ft. | 396 (kWh/yr)

\$332.99 - \$599.99

Compare

View Product Details

Compare

View Product Details

Compare

View Product Details



Find out how much your old refrigerator or freezer costs to operate and how much you can save by flipping it to ENERGY STAR.

1. Pick one of the following for your savings:
- Replace my main refrigerator/freezer
 - Remove my extra refrigerator/freezer

2. Find your state's electricity price per kilowatt hour or use the national average. (Tip: Check your utility bill.)

3. Pick the picture that best represents your refrigerator/freezer:



Approximate Model Year:

Capacity (or Size):

CALCULATE SAVINGS



Flip Your Fridge 2019: What Others Are Doing

DC SUSTAINABLE ENERGY UTILITY
YOUR GUIDE TO GREEN

DONATE SEARCH

Home Commercial & Multifamily For Contractors About Us News & Blog

Blog News Press Room

IS IT TIME FOR YOU TO FLIP YOUR FRIDGE?

04/10/2015

Knowing when to replace your refrigerator isn't always easy - let this guide help you decide.

If you have a second refrigerator in the garage or basement.

It's time to retire and recycle it. It's likely costing you more money than you think - up to \$150 per year on your electric bills! Odds are you don't use it much, but if you really need that second fridge, your best option is to replace it with a properly sized ENERGY STAR model. Don't forget to look into your [options for recycling](#) - the average fridge aged 10 years or older contains more than 120 pounds of recyclable steel!

If your fridge or freezer was made before 1993.

It's time for a new model. Running an old refrigerator near the end of its life will waste at least \$65 per year in electricity costs. Replace it with a properly sized ENERGY STAR qualified fridge or freezer - they use half the electricity of standard models manufactured before 1993, and won't leave you with spoiled food from an unexpected (but inevitable) breakdown.

If your fridge or freezer was made between 1993 and 1999.

Use this calculator to find out how much it costs to operate your old fridge - and how much you can save by flipping it to ENERGY STAR. Your savings may justify replacing it now, especially if your current model has been unreliable or required repairs in the past. You could even be eligible for a DCSEU rebate up to \$75!

BLOG CATEGORIES:
#residential #energystar #appliance

Contests!

Mass Save @MassSave · 16 Jul 2018

Between looks and energy efficiency, this fridge has it all! Enter for a chance to win this ENERGY STAR certified Gladiator All Refrigerator: ow.ly/idpt30kVtxL

180 views EVERSOURCE nationalgrid Unitil 0:02 / 0:24 mass save

Press Release and FYF Calculator



Lighting 2019: Spring Push

- **Tagline / Call-to-Action**
 - Light the Moment with ENERGY STAR
 - Supplemental LMI targeted promotion
- **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 LMI consumers
 - Utilize more direct messaging based on learnings from fall 2018 promotion
- **Timing**
 - Earth Day through Mid-May



LIGHT *the* MOMENT
WITH ENERGY STAR®



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

Partner logo here





Lighting 2019: What EPA is Planning

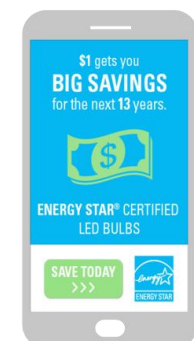
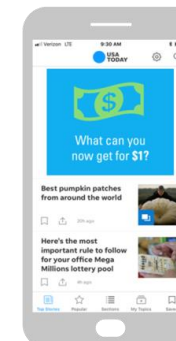
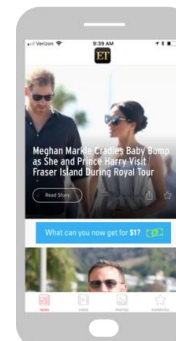
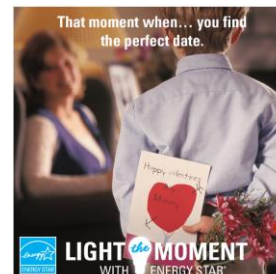
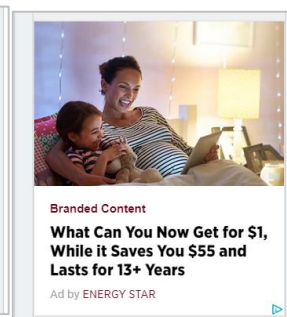
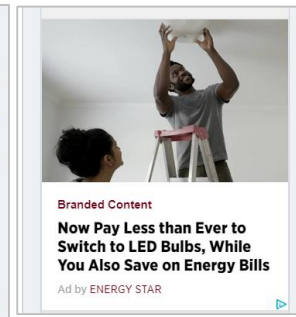
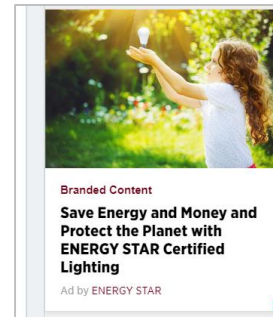
- Continue effective all-mobile focus
- Two-pronged approach:
 - Broadly promote Light the Moment video ad to engage all consumers
 - YouTube
 - Facebook
 - Supplement with highly targeted mobile display ads based on the success of fall lighting promotion
 - Exploring most effective media vendors
 - Add in other tactics to effectively reach LMI, e.g. Instagram





Lighting 2019: What You Can Do

- Digital media:
 - Choose a Light tool
 - Light the Moment Video
 - Seasonal “moments” graphics and messaging
- Retail POP building blocks and fact sheets
- Light the Moment event kit
- **NEW!** Set of digital assets that leverage optimal channels and messaging to reach hard-to-reach





Lighting 2019: What You Can Do

- Best Value Finder
 - Now featuring buy downs from participating partners
 - L'image
 - Globe
 - More to come



- Sponsored By**
- Manufacturers**
- Globe
 - L'Image Home Products Inc
- Utilities**
- DEP NC
 - Duke Energy Carolinas
 - Duke Energy Progress

8 Records Found

Globe - 30370

Bulb Type: General Purpose Replacement
 Technology: LED
 Wattage Equivalent: 40

\$1.00-\$1.99

ENERGY STAR Best Value Finder

Disclaimer



ENERGY STAR Certified Light Bulbs

Light bulbs that have earned the ENERGY STAR offer value because they save you money on your energy bills. Use the list below to find the best value in terms of purchase price.

Get the best deals when you buy in multi-packs. [See more Buying Guidance.](#)

Filter Your Results

filter by keyword

Bulb Type

- Decorative (937)
- General Purpose Replacement

Pricing is from a Sample of Retail Websites

Sorted: lowest to highest price

Share Your Results



ENERGY STAR® Certified LED bulbs for as low as \$1

SEE DEALS >

Sunbeam - 30414237

Bulb Type: Other
 Technology: LED
 Wattage Equivalency (watts): 40

Brightness (lumens): 350
 Efficacy (lumens/watt): 87.5

\$1.00 sold by: Dollar Tree



Lighting 2019: What Other Are Doing

Lighting

Get instant discounts of up to \$4.00 on LEDs!

Focus on Energy partners with retailers across Wisconsin to offer instant discounts on select ENERGY STAR® certified LED bulbs.

Did you know?

Lighting accounts for about 20% of the average home's electric bill. LEDs use up to 90% less energy and can last up to 25 times longer than incandescent bulbs. Want to learn how they can save you money, energy and time? Start here:

- Free Lighting Demonstrations

View our [calendar](#) of free lighting events held at participating retailers and come speak with our lighting experts.

- Choose the Right Bulb

Get the facts about LEDs and help choose the right bulbs for your home. Visit the [ENERGY STAR website](#) to get answers to frequently asked questions about purchasing bulbs.

- Handling and Recycling

LEDs and CFLs have many benefits over standard bulbs and are safe when handled and recycled properly. [Download this Fact Sheet](#) to learn how to properly clean up and dispose of a broken light bulb. You can contact your local retailer to find out if they accept bulbs for recycling or locate a retailer on our [Find a Retailer tool](#).

Ask the Expert Video



Here's how easy it is to save!

- 1 Find a participating retailer near you: [Retailers for LED Lighting Products](#)
- 2 Look for the Focus on Energy Special Pricing sticker to save!

Retail partnerships for instant rebates

Contest using LTM hash tag & seasonal imagery



Oct. 3, 2018

For Release: Immediately
 "Light the Moment" With Central Hudson and Win, Save

Switch to efficient ENERGY STAR® LED lighting and submit a photograph illuminating a special life moment -- bedtime stories, birthday parties, homework or any personal activity -- and customers of Central Hudson Gas & Electric Corp. will be entered to win \$1,500 towards the purchase of an ENERGY STAR®-certified appliance of their choice.

"We're encouraging our customers to become more energy efficient by using LED lighting, and offer discounted pricing options," said Charles A. Freni, President and C.E.O. of Central Hudson. "Our customers can purchase discounted LED lights online through the CenHub Store at [www.CentralHudson.com](#), and at participating home centers displaying Central Hudson Instant Rebate shelf signs." Freni said Central Hudson also offers free LED lights to families in need, distributed through United Way agencies.

The contest is sponsored by Central Hudson in partnership with ENERGY STAR® to help residents reduce energy use, lower expenses and protect the environment. Now in its second year, the contest earned an ENERGY STAR® award in 2017 for demonstrating leadership in showing how families and businesses can save energy, save money, and reduce air emissions, according to the Environmental Protection Agency.

Central Hudson customers can enter photographs from Oct. 1 – 30 in the following ways:

- Through Central Hudson's Facebook ([com/CentralHudson](#)), and clicking on the "Light the Moment" link on the left side of the page;
- Through Twitter and Instagram, and using both hashtags [#LightTheMoment](#) and [#WinWithCentralHudson](#);
- By following the instructions at [CentralHudson.com/LightTheMoment](#); or
- Attending lighting events at the following locations:
 - Friday, Oct. 5, 4 p.m. to 8 p.m. – Poughkeepsie Home Depot
 - Saturday, Oct. 6, 10 a.m. to 2 p.m. – Poughkeepsie Home Depot
 - Tuesday, Oct. 9, 9 a.m. to 11 a.m. – People's Place in Kingston
 - Saturday, Oct. 13, 10 a.m. to 2 p.m. – Nevburgh Home Depot
 - Thursday, Oct. 18, 12 p.m. to 4 p.m. – Highland Lowes
 - Saturday, Oct. 20, 10 a.m. to 2 p.m. – Catskill (Leeds) Home Depot
 - Friday, Oct. 26, 10 a.m. to 12 p.m. – United Methodist Church in Kingston
 - Saturday, Oct. 27, 10 a.m. to 2 p.m. – Kingston Home Depot

Local lighting events are held at area home and community centers to promote the benefits of LED lighting, provide information on how to select and LED lights and promote special pricing available at participating stores.

The contest winner will be selected from among the entries at random, and announced in November. For complete rules, visit [www.CentralHudson.com/LightTheMoment](#). For more on energy efficiency and incentives, visit [www.CenHubInsights.com](#).

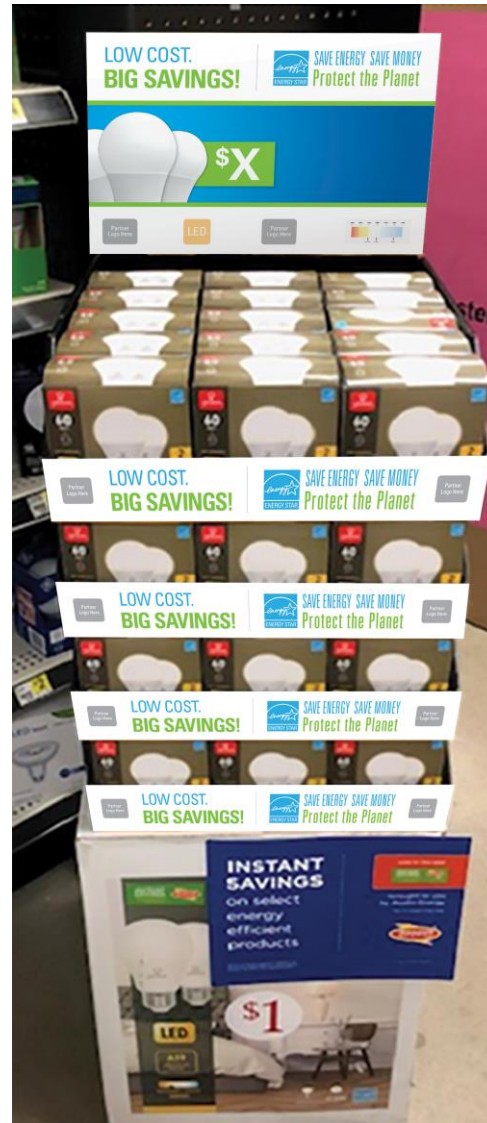
#

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



Lighting 2019: What Others Are Doing


- GE *Light the Moment* pallets and displays are currently in hundreds of Lowe's and Walmart stores.
- Dollar stores continue to increase the stock of ENERGY STAR bulbs across the country. These bulbs, in many cases, are branded with *Light the Moment*.
 - L'Image Home Products
 - Globe





Room AC 2019


- **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 hard-to-reach and urban demographic based on consumer data
 - LMI
 - Elderly
 - Spanish speaking
- **Timing**
 - Earth Day through July with proactive, geo-targeted, customer segmented pushes during expected heat waves




THE COOL CHOICE

Cool for You & the Planet


Learn more at energystar.gov/roomac




When the weather warms up, make the cool choice of ENERGY STAR® and save energy and money while you help protect the planet. ENERGY STAR certified room A.C.'s:



Use 10 percent less energy, and cost less than \$75 per year to run, on average.



Come with higher quality insulation, improving comfort and savings by creating a better seal with the window opening.



Are better for the environment. If all room air conditioners sold in the U.S. were ENERGY STAR certified, the savings would reach more than \$350 million annually, preventing greenhouse gas emissions equivalent to over 570,000 vehicles.

Size Your A.C. for Comfort and Savings

Bigger is not always better! An oversized unit will cool the room, but only remove some of the humidity. This will leave the room with a damp, clammy feeling. A properly sized unit will deliver maximum comfort and savings. Use this chart as your guide.


- If the room is heavily shaded, reduce capacity by 10%.
- If the room is sunny, increase capacity by 10%.
- If the room is a kitchen, increase capacity by 4000 BTUs.

Proper A.C. Installation and Use is the Key to Cool

An improperly installed room air conditioner leaks as much air as a 6-square-inch hole, increasing energy costs and making your home less comfortable.

Follow these A.C. tips to beat the heat:

- Be sure to follow the instructions and use the insulation materials included with your room air conditioner.
- Make sure the unit is level so the drainage system works effectively.
- Don't put lamps or TVs near the A.C. thermostat as the extra heat will cause it to run longer.
- Set the thermostat as high as is comfortable, typically 78° F. You'll appreciate the savings.
- On humid days, set the fan speed low. Slower air movement removes more moisture.
- Use an extra fan to spread the cooled air around.
- At the end of the cooling season, if possible, remove the room A.C. unit to minimize heat loss. Or use an appropriately-sized cover during winter.



Learn more about the Cool Choice for Room A.C. at energystar.gov/roomac.

Room AC 2019: What EPA is Planning

- Continue placing 30 second informative video ads via YouTube and social media
- Supplement with targeted display ads via GDN
 - Target hard-to-reach in markets with active programs
 - Leverage custom targets based on video views and other sources
- Supplement with social media posts timed with heat waves to leverage high demand

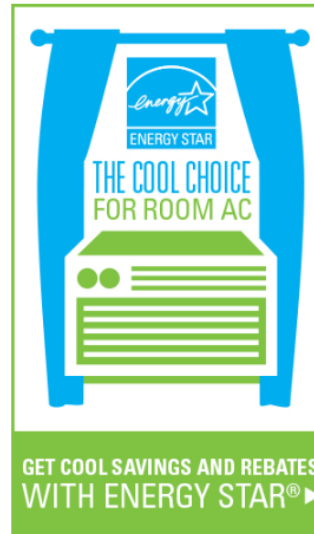


Google Display Network



Room AC 2019: What You Can Do

- Digital media
 - Online / Social
 - Web buttons, digital graphics, and educational content
 - Ask the Expert video
- Best Value Finder
- Room AC calculator
- Retail POP building blocks and factsheet
- **Notification of Participation: End of April**



```
Add our widget to your site
<a
href="https://www.energystar.gov/products/heating_cooling/air_conditioning_room" target="_blank">img
src="https://www.energystar.gov/sites/default/files/single-site/uploads/assets/images/ES_AC-300x500_v2.jpg" alt="The
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Add our widget to your site
<a
href="https://www.energystar.gov/products/heating_cooling/air_conditioning_room" target="_blank">img
src="https://www.energystar.gov/sites/default/files/single-site/uploads/assets/images/ES_AC-600x219_v2.jpg" alt="The
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Properly Sized Room Air Conditioners

Many people buy an air conditioner that is too large, thinking it will provide better cooling. However, an oversized air conditioner is actually less effective — and wastes energy at the same time. Air conditioners remove both heat and humidity from the air. If the unit is too large, it will cool the room quickly, but only remove some of the humidity. This leaves the room with a damp, clammy feeling. A properly sized unit will remove humidity effectively as it cools.

To figure out which size unit is best for your cooling needs:

- Determine the square footage of the area to be cooled using the following formulas:
 - For square and rectangular rooms, multiply the length of the area by its width
 - For a triangular area, multiply the length of the area by the width and divide by 2

Most rooms can be further divided into these basic shapes to determine the square footage.

If the shape of your room is other than square or rectangular, ask your sales associate to help you determine the square footage.

- Using the square footage and the chart below, determine the correct cooling capacity. Cooling capacity is measured in British thermal units (BTUs) per hour.

Area To Be Cooled (square feet)	Capacity Needed (BTUs per hour)
100 up to 150	5,000



Room AC 2019: What Others Are Doing



THE COOL CHOICE FOR ROOM A/C

06/19/2018



When the weather warms up, make the cool choice of a new ENERGY STAR certified room or window air conditioner. Explore ways to optimize your room air conditioner to save energy and keep you comfortable with the infographic from ENERGY STAR.



When the weather warms up, make the cool choice of ENERGY STAR® and save energy and money while you help protect the planet. ENERGY STAR certified room A.C.'s:

- 17% OFF** Use 10 percent less energy, and cost less than \$75 per year to run, on average.
- SEAL** That feature smart functionality offer greater control over comfort and energy savings—turn off the unit remotely, schedule temperature settings, and receive updates on energy usage.
- 10% OFF** Come with higher quality insulation, improving comfort and savings by creating a better seal with the window opening.
- 10% OFF** Are better for the environment. If all room air conditioners sold in the U.S. were ENERGY STAR certified, the savings would reach more than \$350 million annually, preventing greenhouse gas emissions equivalent to over 570,000 vehicles.

Size Your A.C. for Comfort and Savings

Bigger is not always better! An oversized unit will cool the room, but only remove some of the humidity. This will leave the room with a damp, clammy feeling. A properly sized unit will deliver maximum comfort and savings. Use this chart as your guide.

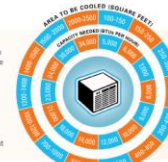
- If the room is heavily shaded, reduce capacity by 10%.
- If the room is sunny, increase capacity by 10%.
- If the room is a kitchen, increase capacity by 4000 BTUs.

Proper A.C. Installation and Use is the Key to Cool

An improperly installed room air conditioner leaks as much air as a 4-square-inch hole, increasing energy costs and making your home less comfortable.

Follow these A.C. tips to beat the heat:

- Be sure to follow the instructions and use the insulation materials included with your room air conditioner.
- Make sure the unit is level so the drainage system works effectively.
- Don't put lamps or TVs near the A.C. thermostat as the extra heat will cause it to run longer.
- Set the thermostat as high as is comfortable, typically 78°F. You'll appreciate the savings.
- On humid days, set the fan speed low. Slower air movement removes more moisture.
- Use an extra fan to spread the cooled air around.
- At the end of the cooling season, if possible, remove the room A.C. unit to minimize heat loss. Or use an appropriately-sized cover during winter.



Learn more about the Cool Choice for Room A.C. at energystar.gov/roomac.

Co-Brandable Fact Sheets (Spanish Version Available) and Ask the Expert Video!

Infographics

THE COOL CHOICE FOR ROOM AC

When the weather warms up, make the cool choice of a new ENERGY STAR® certified room air conditioner.

SIZE YOUR A.C. FOR COMFORT AND SAVINGS.

Bigger is not always better! An oversized unit will cool the room, but only remove some of the humidity. This will leave the room with a damp, clammy feeling. A properly sized unit will deliver maximum comfort and savings. Use this chart as your guide.

MAKE TO BE COOLER (SQUARE FEET)

If the room is heavily shaded, reduce capacity by **10%**.

If the room is sunny, increase capacity by **10%**.

If the room is a kitchen, increase capacity by **4000 BTUs**.

PROPER A.C. INSTALLATION AND USE IS THE KEY TO COOL.

An improperly installed room air conditioner leaks as much air as a 4-square-inch hole, increasing energy costs and making your home less comfortable.

Follow these A.C. tips to beat the heat:

TIPS

ogran: x +
<https://nhsaves.com/programs/room-air-conditioners/>

What's the benefit of using an ENERGY STAR certified room air conditioner?

New ENERGY STAR room air conditioners come with better materials and clearer instructions to improve sealing and insulation around the unit, so costly and uncomfortable air leaks are minimized. ENERGY STAR room air conditioners with connected functionality offer additional convenience, comfort and energy-savings, including the ability to:

- turn off the unit remotely using your phone or computer;
- schedule changes to temperature settings based on your needs;
- receive feedback on the energy use of the product.

These products are also 'smart-grid ready', potentially allowing you to take advantage of special energy bill savings programs some local utilities are starting to offer.

If all room air conditioners sold in the United States were ENERGY STAR certified, the cost savings would grow to more than \$350 million each year, preventing more than 6 billion pounds of greenhouse gas emissions annually – equivalent to the emissions from over 570,000 vehicles.

[View Infographic on Air Conditioner Sizes](#)

Ask the Expert: How to Buy a Room or Window Air Conditioner...

Watch later Share

When the weather heats up, make the cool choice!

Take the next step at www.energystar.gov/roomac

MORE VIDEOS

Making a Difference for a Sustainable World

3:23 / 3:29



Smart Thermostats 2019: Spring Push

- **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:** Mid-May - July





Smart Thermostats 2019: What EPA is Planning

- Emphasize cooling benefits for Spring / Summer
- Continue to 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.
- Continue promoting impactful video by tech influencer Carley Knobloch as well as video ads on major tech sites and YouTube/GDN
- Follow up with targeted display ads and social media posts
 - Target new home buyers and tech enthusiasts in markets with active programs
 - Leverage custom targets based on video views and other insights





Smart Thermostats 2019: What You Can Do

- Digital media for Web
 - Since the majority (75%) of smart thermostats are 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, widget, 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

```
<a href="https://www.energystar.gov/products/heating_cooling/smart_thermostats" target="_blank">
```

ENERGY STAR

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





Smart Thermostats 2019: What You Can Do

- Product Finder
- Retail POP building blocks and factsheet
- **Notification of Participation:**
End of April



ENERGY STAR® Smart Thermostats Deliver:

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



Languages: English | Français Access to: API, Data Set or Excel File

Find and Compare

Change Product

ENERGY STAR Certified Smart Thermostats

Smart thermostats that earn the ENERGY STAR label have been independently certified to deliver energy savings.

What to Consider when Choosing a Smart Thermostat

SEE GUIDANCE

1 2 3 4

BUYING GUIDANCE TAKE THE PLEDGE

39 Records Found

Filter Your Results

Sort by: Service Brand

filter by keyword

Thermostat Brand

- Alarm.com (1)
- Braeburn (4)
- Bryant Housewise (1)
- Carrier Cor (1)
- Cór (2)
- ecobee (3)
- EcoFactor (1)

Show more

Thermostat: Alarm.com - Alarm.com Smart Thermostat : B36-T10 Compare

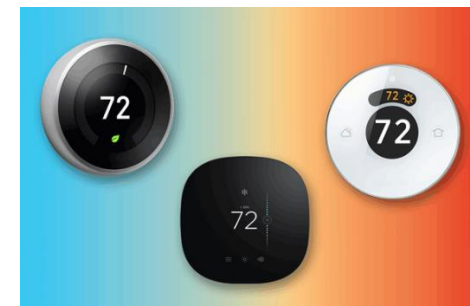
ENERGY STAR Certified when used with Service provided by: Alarm.com - Alarm.com Smart Thermostat : B36-T10**

Thermostat Heating and Cooling Control Features: Time of Day Usage, Geofencing (User Device Based), Occupancy Sensor on Device, External Temperature Detection, Additional Home Temperature Sensor, Other, Humidity Sensing, Additional Occupancy Sensor

Thermostat: Braeburn - 7320 : 7320 Compare



ENERGY STAR Certified when used with Service provided by: Braeburn - 7320 : 7320

Thermostat Heating and Cooling Control Features: Time of Day Usage, Geofencing (User Device Based)





Smart Thermostats 2019: What Others Are Doing

Residential
Business
Service Providers
Events

Home > Residential > Smart Thermostats

Residential

- Appliance Rebates
- Appliance Recycling
- Heating & Cooling
- Home Performance
- Lighting Discounts
- Limited Income
- New Homes
- PeakRewards
- Quick Home Energy Check-up
- Smart Thermostats**
 - Find a Smart Thermostat Retailer
 - Thermostat Optimization
 - Energy Savings Days
- FAQs

Smart Thermostats

Get a \$100 Rebate

Heating and cooling account for up to 50% of the energy you use at home. A simple way to reduce your energy use is to install an ENERGY STAR® certified smart thermostat, which is a Wi-Fi enabled device that automatically adjusts your home's temperature. Plus, you can get a **\$100 rebate** on select models! It's convenient, easy to use and saves energy and money!

How to Participate

- Shop online at the [BGE Marketplace](#) and get an instant discount.
- Get an instant rebate at [select retailers](#).
- Buy from any retailer and submit a rebate form [online](#) or [through the mail](#).
- Or, get a smart thermostat at no additional cost when you enroll in BGE's [PeakRewards](#)™.

Save Money, Improve Comfort and Enjoy the Convenience

When you upgrade to a smart thermostat, you can:

- Control your home's heating and cooling from anywhere using your smartphone, tablet or computer.
- Rely on smart technology to learn your temperature preferences and automatically adjust to energy-saving temperatures when you're asleep or away.
- Save energy with low power mode during periods of inactivity.
- Track and manage your home's energy use.
- Recycle your old thermostat.

+ Renters and Landlords

**To be eligible for a rebate of \$100, you must be a BGE residential customer with a heat pump, central air conditioner, gas furnace or gas boiler, and purchase a qualifying smart thermostat. Limit three rebates per household.*


Click [here](#) to see full terms and conditions.

SHARE

Find a Retailer

Visit BGE Marketplace

Optimize Your Thermostat



DID YOU KNOW?


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

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

3 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.

THE SMART CHOICE MADE SIMPLE

Learn more at energystar.gov.



EmPOWER Maryland programs are funded by a charge on your energy bill. EmPOWER programs

Widgets and Co-brandable Fact Sheets



ENERGY STAR® Certified Smart Thermostats Deliver:

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

Get Convenience, Insight, and Control with ENERGY STAR

While system designs vary, common smart thermostat features include:

- Allowing you to control home heating and cooling remotely through your smartphone.
- Geofencing, which allows your smart thermostat to know when you're on the way home and automatically adjusts your home's temperature to your liking.
- Learning your temperature preferences and establishing a schedule that automatically adjusts to energy-saving temperatures when you are asleep or away.
- Updating software periodically to ensure your smart thermostat is using the latest algorithms and energy-saving features available.

What is a Smart Thermostat?

A smart thermostat is a Wi-Fi enabled device that can automatically adjust heating and cooling temperature settings for optimal performance.



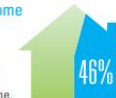
When Choosing a Smart Thermostat, Look for the ENERGY STAR

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

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

Save Money and Stay Comfortable in Your Home

Smart thermostats that have earned the ENERGY STAR are a smart investment since almost half of the average household energy 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.



Save Even More with Utility Rebates

Utilities or efficiency programs in your area may offer rebates on ENERGY STAR certified smart thermostats, as well as other financial rewards for homeowners with smart thermostats: www.energystar.gov/rebatefinder.

Did You Know?

If everyone used an ENERGY STAR certified smart thermostat, savings would grow to 56 trillion BTUs of energy and \$740 million dollars per year, offsetting 13 billion pounds of annual greenhouse gas emissions.

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



Laundry 2019: What EPA is Planning

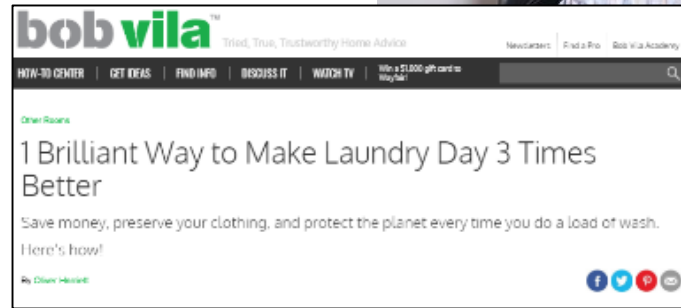
- Continue placing engaging video ads and Influencer content
- Follow up with targeted display ads and social media posts
 - Target families / new home buyers in markets with active programs
 - Leverage custom targets based on video views and other sources
- Exploring new YouTuber
 - Ex. Ellie and Jared
- Bringing back BobVila.com sweeps with regional opportunities!



FATHERHOOD: DAY ?



LAUNDRY: DAY 6



Laundry 2019: What You Can Do

- Digital media
 - Online / Social
 - Web buttons, digital graphics, and educational content
 - Promotional Video
- Product Finder
- Retail POP building blocks and factsheet
- **Notification of Participation:**
End of April



Learn more at energystar.gov



DID YOU KNOW?

- 1 Many ENERGY STAR Most Efficient 2018 dryers deliver significant energy savings using **heat pump technology.**
- 2 Heat pump dryers that earn ENERGY STAR Most Efficient 2018 recognition use advanced technology **requiring about half the energy** of conventional electric models.
- 3 Clothes washers recognized as the Most Efficient of ENERGY STAR 2018 **use almost half the energy** and less than half the water of a conventional model.

Learn more at energystar.gov

LAUNDRY MADE BEST

Best for You & the Planet

ENERGY STAR Most Efficient 2018

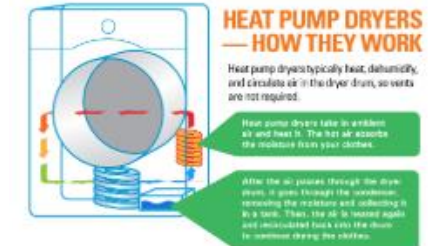
Clothes washers and dryers that are recognized as ENERGY STAR Most Efficient 2018 combine cutting-edge energy efficiency with innovative performance and features. They represent the very best of ENERGY STAR - best for your clothes, best for you and your family, best for the environment.

CLOTHES DRYERS

Clothes dryers that are recognized as ENERGY STAR Most Efficient 2018:

- Are available in standard and compact sizes
- Use at least 20% less energy
- Save up to \$270 in energy bills over the lifetime

Heat pump dryers earning this designation use advanced technology that requires about **half the energy** of conventional electric models.



BUYING CONSIDERATIONS

PRICE TAG
Heat pump dryers may carry a higher price tag, but they can save more energy and money with each load.

REBATES may be available from your utility towards the purchase of an ENERGY STAR Most Efficient model.

DRYER VENTING
Heat pump dryers are particularly suited for homes without existing dryer vents including apartments, and can be installed almost anywhere in the home.

WATER REMOVAL
Solutions include installing a drain, manually draining the water tank, or installing a device that allows the dryer to use the clothes washer drain.

CLOTHES WASHERS

Clothes washers that are recognized as ENERGY STAR Most Efficient 2018:

- Use 42% less energy and 45% less water
- Include sophisticated wash systems and efficient motors with high spin speeds

LOOKING FOR THE BIGGEST SAVINGS?

Choose an ENERGY STAR Most Efficient Laundry Pair to Save Even More

Visit energystar.gov/mostefficient

The Simple Choice for Energy Efficiency.

ENERGY STAR is the simple choice for energy efficiency. For more than 20 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at energystar.gov.



Laundry 2019: What Others Are Doing

Puget Sound Energy
Just now · 🌐

We know dads and dudes do laundry, too. In celebration of Father's Day and ENERGY STAR's "Laundry Made Better" campaign, we are giving away a brand new energy-efficient washer and dryer pair from Whirlpool®. To enter, just comment below and tell us how a new washer and dryer will make doing laundry better. Rules at pse.com/rules

Like Comment

Mass Save @MassSave · 31 May 2018

Save on your energy bills with an @ENERGYSTAR certified washer and dryer. Win a pair in @BobVila giveaway! Contest ends today!

Bob Vila's Brand-New Laundry Machine Giveaway with the Kenmore ...
Enter today and every day this month for your chance to win an ENERGY STAR certified washing machine and dryer from the Kenmore brand, as ...
bobvila.com

Pacific Gas and Electric Company
Published by Irene Wong (7) · Just now · 🌐

Save on your energy bills with an ENERGY STAR certified washer and dryer. Win a pair in Bob Vila's giveaway! Contest ends today! <https://www.bobvila.com/contest/laundry-machine-giveaway>

Washer & Pedestals from Kenmore Product Collection

Bob Vila's Brand-New Laundry Machine Giveaway with the Kenmore Brand

Bob Vila's Brand-New Laundry Machine Giveaway with the Kenmore Brand

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CLOTHES DRYERS

LAUNDRY MADE BEST
Best for You & the Planet
ENERGY STAR Most Efficient 2017

CLOTHES DRYERS

HEAT PUMP DRYERS — HOW THEY WORK

BUYING CONSIDERATIONS

- ENERGY STAR** — Look for the ENERGY STAR label on the front panel of the dryer. It means the dryer meets strict energy efficiency guidelines set by the U.S. Environmental Protection Agency (EPA).
- WATER SENSING** — Look for the WaterSensing feature on the front panel of the dryer. It means the dryer can sense the moisture level of the clothes and adjust the drying time accordingly.

CLOTHES WASHERS

LOOKING FOR THE BIGGEST SAVINGS?

The Energy Star Most Efficient 2017 award is the highest honor from ENERGY STAR. It means the product is the most energy efficient in its class.





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

Jill Vohr

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