



ENERGY STAR 2018 Annual Product Promotions

KICK OFF WEBINAR 9/7/17





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!

2018 Outreach Plan: ENERGY STAR® PRODUCTS



JANUARY | FEBRUARY | MARCH

ENERGY STAR
MOST EFFICIENT

NATIONAL PROMOTION
POOL PUMPS

APRIL | MAY | JUNE | JULY

NATIONAL PROMOTION
FLIP YOUR FRIDGE

NATIONAL PROMOTION
LAUNDRY

NATIONAL PROMOTION
ROOM A/C

SEPTEMBER | OCTOBER | NOVEMBER

NATIONAL PROMOTION
WATER HEATERS

NATIONAL PROMOTION
SMART THERMOSTATS

NATIONAL PROMOTION
LIGHTING

- Materials Available:
MARCH
- Water Heaters
 - Smart Thermostats

EARTH
DAY

COOLING

STREAMING

- Materials Available:
APRIL
- Lighting

- Materials Available:
AUGUST
- Pool Pumps

HEATING

RULE YOUR ATTIC

ENERGY
STAR DAY

HOLIDAY

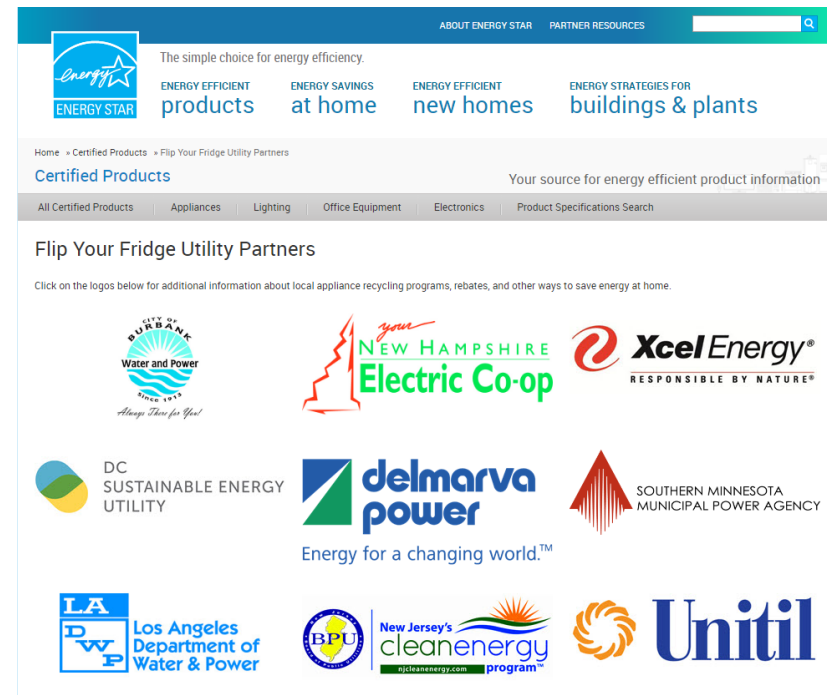
- Materials Available:
OCTOBER
- Flip Your Fridge

- Materials Available:
NOVEMBER
- Room AC
- DECEMBER**
- Laundry



Benefits of Participating

- Leverage ENERGY STAR’s trusted brand, reputation, popularity – as well as strong network of supporting manufacturers and retailers.
- Take advantage of national campaign positioning, tactics, and marketing materials (messaging and graphics) – all developed by an expert marketing, PR, and advertising team.
- Benefit from a strategic, effective mix of targeted earned, owned, and paid media that will drive exposure for your program among EPA ENERGY STAR’s broad consumer base.
 - Geo-targeted to your market when you participate.
 - Driving clicks to promotional pages where your programs are featured.
 - Combined pageviews from promotions exceeded 350,000 pageviews!





How to Participate

- Integrate ENERGY STAR promotional messaging and graphics into your materials and leverage your existing outreach channels – and you will reap the benefits of 1) a united outreach umbrella effort, and 2) increased consumer engagement.
 - If you have a retail program, integrate building blocks from our promotion into your retail-facing materials.
 - Promote our graphics and messaging throughout your digital platforms (online/social)
 - Integrate the certification mark and other web graphics into your relevant web pages
 - Leverage our social media graphics and messages through your social channels
 - Integrate our messaging and graphics into other tactics
 - Earned and paid media (PR, advertising, etc.)
 - Newsletters or direct mail (electronic or hard copy)
 - Consumer events, etc.
 - Let us know how you plan to participate / share your co-branded tactics and we will include your logo and link to your program on our promotional page.
 - Share post-promotion feedback / results so we can improve on our value to you.



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.



Way 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.

Get Started

- Ways to Save Tips web service is available at: energystar.gov/waystosavetips
 - Choose the header size that works best for your site from three available widths.
 - Select your preferences related to the tips in your feed, such as product type.
 - Product specific selections provide you with a custom URL for relevant tip content.
- Terms of use:
 - Must use one of the three header graphics above the content feed.
 - Content feed must use a white background color.
 - Content feed should be aligned with the left edge of the ENERGY STAR Certification Mark.
 - Full tip content must be displayed, with any accompanying hyperlinks.
 - Feed must show at least one and at most five tips at all times.



NEW! Marketing Materials Page

- www.energystar.gov/products/tools_resources
 - SNEAK PEEK!
 - Making final adjustments
- Thumbnails and filters make materials easy to find and access
 - Browse resources by: **Audience, Product Category, Promotion/Campaign, Resource Type**

ENERGY STAR Marketing Materials

NEW & NOTEWORTHY



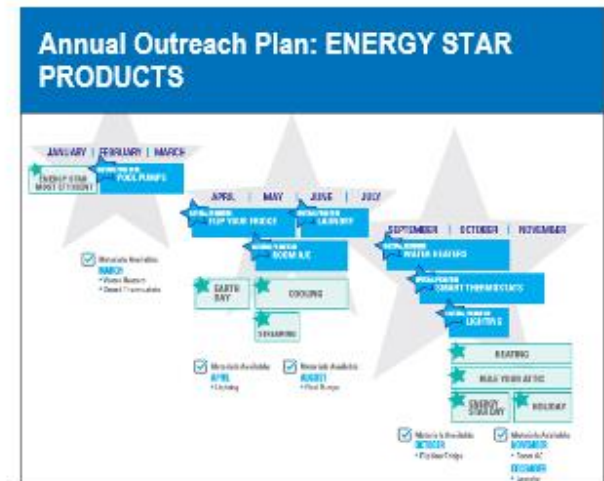
Light the Moment with ENERGY STAR



2017 Water Heater Promotion



2017 Smart Thermostat Promotion



NEW! Marketing Materials Page

- Light the Moment marketing materials results page.

Light the Moment with ENERGY STAR

Last Updated: 8-29-2017
Promotion/Campaign: [Light the Moment](#)

[Learn More >](#)

Retailer (25)

Category/Product Type

- Lighting (26)
 - Commercial Light Fixtures (14)
 - Decorative Light Strings (26)
 - Light Bulbs (26)
 - Light Fixtures (26)

Promotion/Campaign

- Light the Moment

Resource Type

- Brochures (1)
- Digital Media Kit (1)
- Graphics/Images (21)
- Messaging (1)
- Product Development Resources (1)
- Promotion Identifiers/Marks (20)

Light the Moment Event Kit

Last Updated: 8-25-2017
Audience: [Retailer](#)
Category/Product Type: [Lighting](#),[Decorative Light Strings](#),[Light Bulbs](#),[Light Fixtures](#)
Promotion/Campaign: [Light the Moment](#)
Resource Type: [Digital Media Kit](#)

[Learn More >](#)

Light the Moment Sample Pallet Creative

Last Updated: 8-25-2017
Audience: [Retailer](#)
Category/Product Type: [Lighting](#),[Decorative Light Strings](#),[Light Bulbs](#),[Light Fixtures](#)
Promotion/Campaign: [Light the Moment](#)
Resource Type: [Graphics/Images](#),[Promotion Identifiers/Marks](#)

[Learn More >](#)

Light the Moment Web Button 4

Last Updated: 8-25-2017
Audience: [Retailer](#)
Category/Product Type: [Lighting](#),[Decorative Light Strings](#),[Light Bulbs](#),[Light Fixtures](#)
Promotion/Campaign: [Light the Moment](#)
Resource Type: [Graphics/Images](#),[Promotion Identifiers/Marks](#)

[Learn More >](#)

Light the Moment Web Button 3

Last Updated: 8-25-2017
Audience: [Retailer](#)
Category/Product Type: [Lighting](#),[Decorative Light Strings](#),[Light Bulbs](#),[Light Fixtures](#)
Promotion/Campaign: [Light the Moment](#)
Resource Type: [Graphics/Images](#),[Promotion Identifiers/Marks](#)

9



Pool Pumps

- **Tagline / Call-to-Action**
 - Make a Savings Splash!
- **Objective**
 - Encourage consumers to replace old pool pumps with ENERGY STAR certified pool pumps based on huge savings and rebates as applicable.
 - Encourage pool contractors to promote ENERGY STAR certified pool pumps based on consumer savings benefit and midstream rebates as applicable.
- **Timing**
 - **NEW!** Initiate promotions in February
 - 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.

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.



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.



Pool Pumps

Make a Savings Splash: Promotional Opportunities

- Retail POP building blocks and factsheet
- Direct mail / email coordination opportunities
- Digital media
 - Online / Social
 - Web buttons, digital graphics, and educational content
 - Video assets (Ask the Expert & short promotional videos)
- Contractor outreach
 - Facilitate manufacturer support for geo-targeted contractor outreach where midstream rebates are available.
- **Notification of Participation:** Due 2 weeks prior to webpage launch date (Mid-January).

ENERGY STAR POOL PUMPS SAVE MONEY, SAVE ENERGY, AND PROTECT THE CLIMATE.
Visit energystar.gov/poolpumps today.

Pull the plug on a big energy drain.
Your old pool pump could be costing nearly \$500 in energy every year. A new ENERGY STAR certified model will use up to 70% less energy than a standard unit. You could save up to \$350 per year in energy bills, and see payback on your investment in just two years.

With ENERGY STAR, smarter tech runs deep.
Certified pool pumps are available in two-speed or variable speed models, which means they can run at lower speeds for tasks like filtration to save energy and have quieter operation.

Is it time to take the plunge?
Does your pool pump show these warning signs of wearing out and wasting energy?
• Runs with less power • Makes more noise
• Overheats and shuts off • Is seven or more years old

Dive into your savings today with a rebate.

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

MAKE A SAVINGS SPLASH WITH A NEW POOL PUMP.

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

Choose a reliable two-speed model, or save even more with variable-speed technology.

ENERGY STAR pool pumps save energy by adjusting to the task. More power for pool vacuuming, less for filtration.

WITH ENERGY STAR POOL PUMPS, SMARTER TECH RUNS DEEP.

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.

www.energystar.gov/poolpumps

Pool Pumps

Make a Savings Splash: Proposed Media Mix

- Google Display Network-focused campaign featuring video and static ads.
 - Geo-targeting your region
 - **NEW!** Timed with your outreach efforts
- **NEW!** Coordinated pool-service contractor outreach with midstream programs.
- Connect participating utilities with manufacturer partners for increased impact.

Google Display Network



YouTube

Refrigerators

- **Tagline / Call-to-Action**
 - Flip Your Fridge
- **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.
 - Integrate ENERGY STAR Most Efficient refrigerators as well as Best Value promotions.
- **Timing**
 - Earth Day through Memorial Day





Refrigerators

Flip Your Fridge: Promotional Opportunities

- Retail POP building blocks, ruler, and factsheet
 - Coordinated with ESRPP
- Digital media
 - Online / social
 - Web buttons, digital graphics, educational content
 - Flip Your Fridge Calculator
- Plan to, once again, pursue manufacturer-sponsored contest with regional plug-in opportunities. **STAY-TUNED!**
- **Notification of Participation:** Due 2 weeks prior to launch date (Friday, April 6)



DID YOU KNOW?

- 1 More than **60 MILLION** refrigerators and freezers are over 10 years old, costing consumers nearly \$4.7 billion every year.
- 2 Replace your old refrigerator with a new ENERGY STAR® certified unit and save about **\$50 A YEAR** in operating costs.
- 3 Refrigerators 15 years or older use twice as much energy as a new **ENERGY STAR** refrigerator.

Learn more at energy.gov

Refrigerators

Flip Your Fridge: Proposed Media Mix

- **NEW!** 2-prong strategy targeting both hard-to-reach as well as ENERGY STAR Most Efficient audiences.
 - Work with influencer vloggers to create video content targeted to hard to reach audiences, e.g. low-income and Spanish-speaking.
 - Supplement vlogger outreach with Google Display Network advertising.
 - Identify media partnership (influencer media or other) promoting ENERGY STAR Most Efficient refrigerators among early adopters via Facebook.
 - Feature Best Value finder and ENERGY STAR Most Efficient Product finder on promotional landing page that integrates geo-customized rebate information.
 - **NEW!** Develop set of supporting materials in Spanish, as well as materials highlighting ESME.

Room AC

- **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.
- **Timing**
 - **NEW!** Earth Day through June with proactive, geo-targeted, customer segmented pushes during expected heat waves.

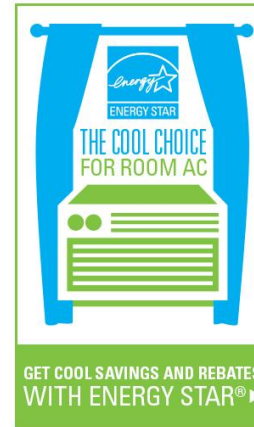




Room AC

The Cool Choice: Promotional Opportunities

- Retail POP building blocks and factsheet
 - Coordinated with ESRPP
- Digital media
 - Online / Social
 - Web buttons, digital graphics, educational content
 - Ask the Expert video
- All materials available in Spanish
- **Notification of Participation:** Due 2 weeks prior to launch date (Friday, April 6)



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.

AREA TO BE COOLED (SQUARE FEET)	CAPACITY NEEDED (BTUS PER HOUR)
100-150	5,000
150-200	6,000
200-250	8,000
250-300	10,000
300-350	12,000
350-400	15,000
400-450	18,000
450-500	22,000
500-550	28,000
550-600	34,000
600-650	40,000
650-700	48,000
700-750	56,000
750-800	64,000
800-850	72,000
850-900	80,000
900-950	88,000
950-1000	96,000

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

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

LA ELECCIÓN DE FRESCURA EN A.A. DE PARED

Cuando el clima comienza a tornarse caluroso, la elección de frescura es un nuevo aire acondicionado de pared certificado por ENERGY STAR®.

LA ELECCIÓN MÁS SIMPLE PARA AHORRAR ENERGÍA, AHORRAR DINERO Y PROTEGER EL CLIMA ES UN A.A. DE PARED CERTIFICADO POR ENERGY STAR.

Los aires acondicionados de pared ENERGY STAR consumen un 10 por ciento menos de energía, y utilizarlos tiene un costo de alrededor de \$70 por año, en promedio.

ALREDEDOR DE 70 DÓLARES

MEJOR SELLADO Los aires acondicionados de pared ENERGY STAR tienen una mayor calidad de aislantes que aumenta la comodidad y gasta menos al crear un mejor sellado con la abertura.

Los aires acondicionados de pared ENERGY STAR con funciones inteligentes brindan un mayor control en cuanto a la comodidad y a los gastos energéticos: apague la unidad en forma remota, programe la temperatura y reciba actualizaciones del uso energético.

FUNCIONES INTELIGENTES

Si todos los aires acondicionados de pared que se venden en los Estados Unidos fueran certificados por ENERGY STAR, el ahorro sería más de \$350 millones por año y se evitaría el equivalente a las emisiones de gases de efecto invernadero de 570,000 vehículos.

x\$570,000

Infórmese más sobre la elección de frescura en A.A. de pared en energystar.gov/roomac.

ENERGY STAR es la opción simple para lograr eficiencia energética. Por más de 20 años, el programa EPA de ENERGY STAR ha sido el recurso de los Estados Unidos para ahorrar energía y proteger el medioambiente. Entre a energystar.gov y únase a las millones de personas que quieren hacer la diferencia.



Room AC

The Cool Choice: Proposed Media Mix

- Geo-targeted Google Display Network video ads targeting low-income and Spanish speaking audiences in regions with high RAC sales.
 - Proactively coordinate with relevant utilities
 - Time placements with heat waves for maximum impact

When the weather heats up, make the cool choice and save!

energystar.gov/roomac



¡Una opción refrescante para combatir el calor!

energystar.gov/airecondicionado



Google Display Network



Laundry

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

- Laundry Made Better

- **Objective**

- Leverage the partner interest and consumer traction inherent for the laundry category – particularly now that EPA has a dryer specification – to reap the energy-saving benefits associated with ENERGY STAR
- Promote a value proposition for ENERGY STAR laundry that will resonate with an important, large and growing consumer segment: Dads who do laundry
 - Integrate ENERGY STAR Most Efficient laundry including heat-pump dryers.

- **Timing**

- June through 4th of July weekend to coincide with Father's Day 2018 (Sunday, June 17th) and 4th of July weekend appliance promotions.



LAUNDRY MADE BETTER
Better for You & the Planet

Laundry

Laundry Made Better: Promotional Opportunities

- Retail POP building blocks and factsheet
 - Alternative imagery available, if necessary
- **NEW!** Shareable 30-second visual compilation starring real Dads being great Dads
 - Similar to Light the Moment 30-second shareable video
- Digital media
 - Online / Social (Web buttons, digital graphics, and educational content)
- Second annual Super**STAR** Dad Contest timed with Father's Day
- **Notification of Participation:** Due 2 weeks prior to launch date (Friday, May 12)



Laundry

Laundry Made Better: Proposed Media Mix

- Paid online advertising leveraging 30-second video.
 - Google Display Network
- Media partnership with Fatherly to host outreach and work with manufacturing partner to sponsor sweeps.
- Coordinated ESME heat-pump dryer outreach with partners that have downstream programs.



 Google Display Network



Fatherly



LED Lighting

- **Tagline / Call-to-Action**
 - Light the Moment
- **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
- **Timing**
 - Focus outreach in October to leverage lighting seasonality, ENERGY STAR Day, and the end of daylight savings (November 5).



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



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 12 años!
- ✓ Beneficios para el medio ambiente

Partner Messaging

Put Your Logo Here

LED Lighting

Light the Moment: Promotional Opportunities

- Retail POP (building blocks) and Factsheet
- Light the Moment Video
- Digital media / graphics
 - Seasonal “moments” graphics and messaging
 - Choose a Light tool
- Retail events toolkit
- **Notification of Participation:**
Due 2 weeks prior to launch date (September)





LED Lighting

Light the Moment: 2017 Media Mix

- Broad awareness building through native article placements featuring “dark” regions where there are still broad opportunities for LED adoption.
- GDN / YouTube boosting combo driving traffic to promotional page.
 - Includes consumer call-to-action to *Share Your Moments* on social media
- Ingrid Michaelson influencer leveraging
 - Ingrid sharing video with potential for supplemental boosting
- ENERGY STAR Day focus!

Google Display Network



Brandpoint

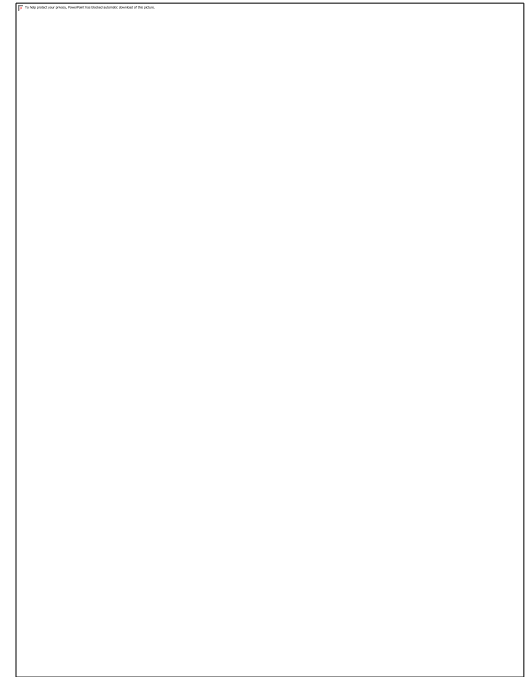
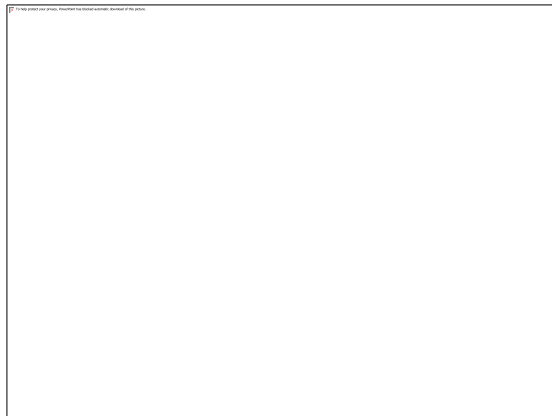
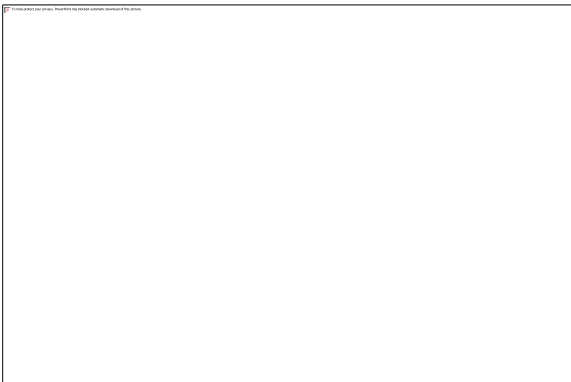




LED Lighting

Light the Moment: Proposed 2018 Media Mix

- 60-second video celebrating Americans who made the change!
 - Explore more high-profile placements (broadcast TV, movie theatres, etc.).
 - Explore further opportunities to partner with Ingrid Michaelson.
 - Explore additional influencer partnerships?





Smart Thermostats

- **Tagline / Call-to-Action**
 - The Smart Choice Made Simple
- **Objectives**
 - Launch a new ENERGY STAR certified product category.
 - Raise awareness of the benefits of smart thermostats, in general, and those that have earned the ENERGY STAR, in particular.
 - Encourages consumers most likely to seek smart thermostats for their homes to choose ENERGY STAR smart thermostats.
- **Timing:** September 1st – October



THE SMART CHOICE
Made Simple

Smart Thermostats

Smart Thermostats: Promotional Opportunities

- Retail POP building blocks and factsheet
 - Featuring customized temperatures
 - Product brand imagery available, as needed
- Digital media
 - Online / Social
 - Web buttons, digital graphics, educational content
- **Notification of Participation:** Due 2 weeks prior to launch date (late August)



The graphic is a vertical promotional poster. At the top, a hand holds a smartphone displaying a thermostat interface with a temperature of 70 degrees. Below this is the Energy Star logo and the text 'THE SMART CHOICE Made Simple'. The middle section shows a family of four sitting on a couch in a living room, looking at a smartphone together. The bottom section contains the text 'ENERGY STAR® Certified Smart Thermostats Deliver:' followed by a list of four benefits, each preceded by a checkmark in a green box.


ENERGY STAR® Certified Smart Thermostats Deliver:

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

Smart Thermostats

Media Mix

2017

- General awareness building through broad online placement of infographic and articles.
 - Brandpoint
 - NAPS
- 
- The logo for NAPS Brandpoint, with 'NAPS' in large yellow letters and 'Brandpoint' in blue. Below 'NAPS' are the words 'NORTH', 'AMERICAN', 'PRECIS', and 'SYNDICATE' in smaller text.
- Geo-targeted Google Display Network and Paid Search (“thermostats”) outreach in regions where participating utilities promote appropriate ENERGY STAR differentiation.
 - Holiday outreach as part of holiday promotion featuring BobVila.com media partnership.
 - Coordinating with manufacturers on supplemental sweeps

2018

- Broader online outreach across more regions as programs align with ENERGY STAR.
- Bigger holiday media partnership.



Smart thermostats that earn the ENERGY STAR label are independently certified to deliver reliable performance and energy savings.

FEATURES

- Learn your temperature preferences and establish a schedule that adjusts to energy-saving temperatures when you're asleep or away.
- Predict home energy use data that you can track and manage.
- Give you control of home heating and cooling remotely through your smartphone.

CERTIFIED

- Track and report equipment use and temperature data to the manufacturer.
- Quickly enter a low-pollution mode when location.
- Save energy based on field data collected from over one thousand homes over six entire years.

SAVINGS

If everyone used an ENERGY STAR certified smart thermostat, savings would grow to:

	+		=	
--	---	--	---	--

- **Save Even More with Utility Rebates:** Utilities or a flexibility program in your area may offer rebates for ENERGY STAR certified smart thermostats.
- In addition, in some areas, homeowners with smart thermostats can participate in utility programs that support flexible power for renewable and smart demand response.



The Simple Choice for Energy Efficiency.
 ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, ENERGY STAR has inspired smart Americans to save energy and protect the environment. Let the nation's leading difference maker help you.

Holiday Promotion

- Bringing back Black Friday promotion leverage 2016 look and feel
 - Adding ENERGY STAR Smart Thermostats
 - Promotions start right after Halloween
- Working with BobVila.com
 - Hoping to offer regional tie-ins on sweeps similar to Flip Your Fridge
 - **STAY-TUNED!**

The screenshot shows the ENERGY STAR website's 2016 Holiday Gift Guide. At the top, the ENERGY STAR logo is on the left, and navigation links for 'ENERGY EFFICIENT products', 'ENERGY SAVINGS at home', 'ENERGY EFFICIENT new homes', and 'ENERGY STRATEGIES FOR buildings & plants' are on the right. Below the navigation is a breadcrumb trail: 'Home > Certified Products > 2016 Holiday Gift Guide'. The main heading is 'Certified Products' with the subtext 'Your source for energy efficient product information'. A secondary navigation bar lists categories: 'All Certified Products', 'Appliances', 'Lighting', 'Office Equipment', 'Electronics', and 'Product Specifications Search'. The main content area is titled '2016 Holiday Gift Guide' and features a large banner with the text 'The best gifts do great things.' and an image of a hand holding a globe. Below the banner is a paragraph: 'This holiday season, give a gift that does great things with ENERGY STAR. When you choose ENERGY STAR electronics, appliances and other products, your gift will have the latest features, save energy and money and also prevent climate change. It's a gift that gives back to your loved ones and the planet.' The main content is a grid titled 'Choose a Product' with the subtext 'Choose from the many ENERGY STAR products that make great gifts to learn more about what makes them great plus special deals and rebates available from ENERGY STAR partners.' The grid contains 12 categories of products: Televisions, Wireless Speakers, Digital Media Players, Sound Bars, Tablets, Laptops, Clothes Washers, Clothes Dryers, Dishwashers, Refrigerators, Air Cleaners, and Ceiling Fans. To the right of the grid is a sidebar with a 'Give Great Gifts' section, a 'Complete your pledge' form (with fields for First Name, Last Initial, Zip Code, and Email), a 'Spread the Word' section with social media icons, and a 'Print this Gift Tag' section with a link to print a gift tag.



Water Heaters

- **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)
- **Timing:** October



**UPGRADE NOW.
WARM UP
TO SAVINGS.**

Water Heaters

Promotional Opportunities

- Retail POP building blocks and factsheets
 - **NEW!** Separate sets focused on electric or gas
 - Product brand imagery available, if needed
- Digital media
 - Online / Social (also separate sets focused on electric or gas)
 - Web buttons, digital graphics, educational content
 - Ask the Expert video
- **NEW!** *Water Heater Replacement Guide*
 - Mobile-based step-by-step guide to electric heat pump water heater replacement.
- **Notification of Participation:** Due 2 weeks prior to launch date (mid-September)



UPGRADE NOW.
WARM UP
TO SAVINGS.



Good for You. Good for the Planet.

Water Heaters

Media Mix

2017


- Focus on heat-pump water heaters
 - With supplemental outreach to enthusiastic gas utility partners (LET US KNOW!)
- Proposed Media Mix:
 - Geo-targeted, customer-segmented Google Display Network ads to home owners likely to have old homes (and old water heaters) in regions actively promoting heat-pump water heaters with down- and mid-stream rebates.
 - Feature **NEW!** *Water Heater Replacement Guide*
 - **NEW!** Paid search “broken water heater”; “water heater replacement”
 - **NEW!** General awareness building around heat-pump water heaters through broad online placement of infographic

2018


- Broaden promotion of Water Heater Replacement Guide
 - With added link to Installer Finder
- Launch midstream RPP program



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.



Thank You!

Jill Vohr

U.S. Environmental Protection Agency

202-343-9002

Vohr.Jill@epa.gov

ENERGY STAR Regional Account Manager

eeaccountmanager@icf.com