

SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.



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

Today's Topics

- Introduction to Ingredient Branding
 - Guest Speaker, Cindy Jolicoeur, C+C
- What makes ENERGY STAR a quintessential ingredient brand and how can you, our partners, can benefit?
- The role of product promotions in providing partner value through ingredient branding.
- Quick recap of 2019 and what's coming up in Q4.
- Preview of 2020 and EPA ENERGY STAR's plans to take the "ENERGY STAR Inside" to the next level.



ENERGY STAR. The simple choice for energy efficiency.



Ingredient Brands: The Importance of “What’s Inside.”



What is an Ingredient Brand?

- A brand within a brand
 - Complements “main” brand/product
 - Gives component of the brand its own identity to make overall product more appealing/valuable to consumer
 - Especially relevant to technical products, but also other categories like food, apparel and retail
- Intel was the pioneer ingredient brand, and others followed





A Symbiotic Relationship

// By branding an ingredient, you are drawing attention to it...
You are telling consumers that this particular thing is particularly important. //

– Martin Bishop

- Role of Ingredient Brand:
 - Entice users, independent of host
 - Position as an essential component that makes Partner brand worth purchasing
- Role of Host or Partner Brand:
 - Effectively merchandise the ingredient brand to consumers



ENERGY STAR. The simple choice for energy efficiency.



The Quintessential Ingredient Brand

America's Trusted Resource for Energy Efficiency



5.8 BILLION
products



35,000
buildings



190
industrial plants



1.9 MILLION
homes



Ingredient Brand “Must Haves”

- Strong brand identity
- High brand awareness
- Clear, functional benefit
- Significant enhancement to brand/product in which embedded
- Compelling and profitable business strategy
- Visible feature on product and packaging
- Mutually beneficial relationship
 - Enhances both brands’ desirability and awareness

// Ingredient brands are less susceptible to changing tastes, and therefore less likely to lose value. //

– Richard Kestenbaum





Strong Brand Identity & Awareness

In American Households:



MORE THAN
90%
RECOGNIZE
THE ENERGY STAR®
LABEL



NEARLY
85%
UNDERSTAND
WHAT
IT MEANS



IN THE PAST YEAR
45%
PURCHASED
ENERGY STAR-LABELED
PRODUCTS

OF THESE PURCHASERS

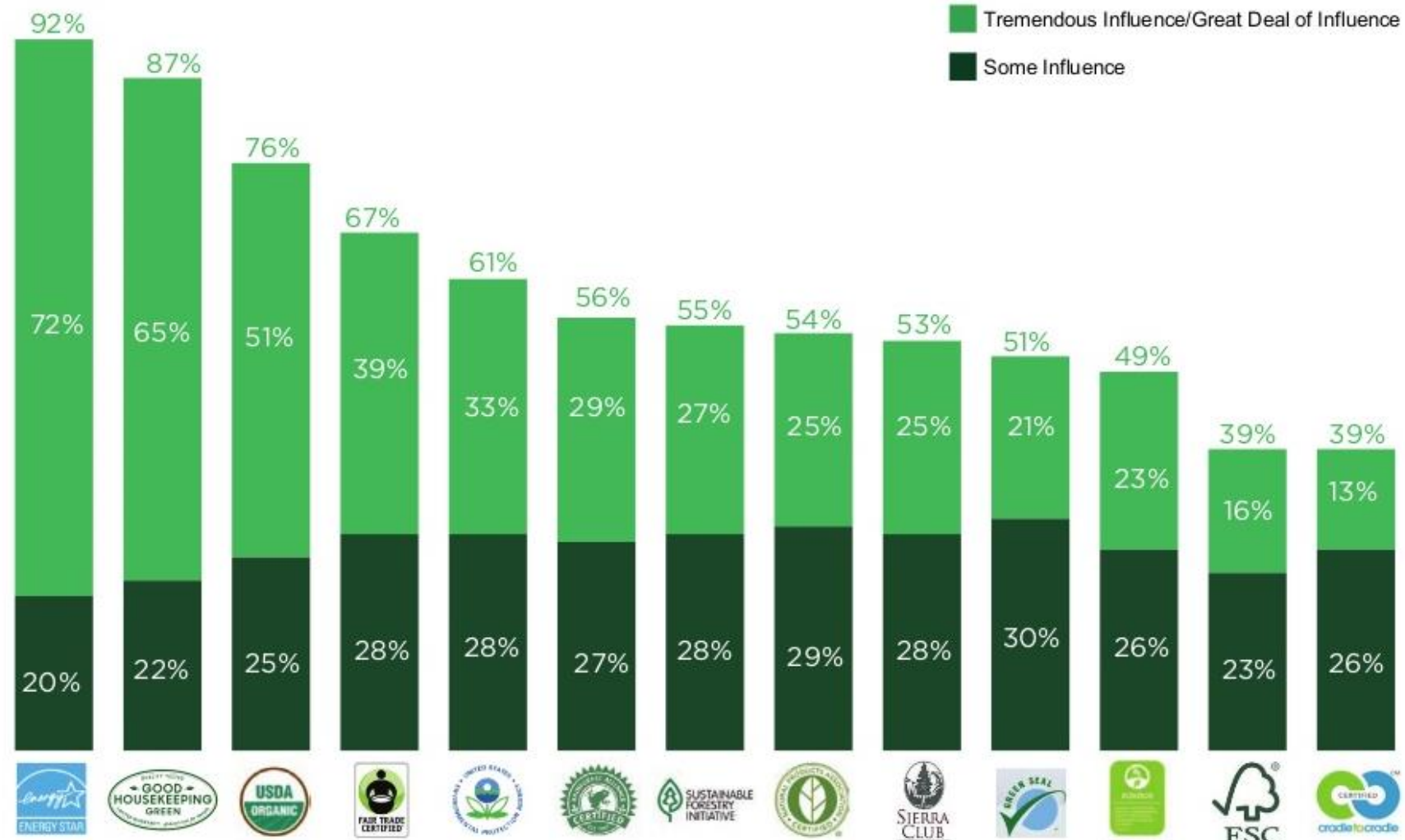


74% were influenced by the label in their decision

80% are likely to recommend ENERGY STAR to a friend



Clear, Functional Benefit





Clear, Functional Benefit

- Expert content on energy-efficiency
 - Product data sets
 - Product Finders
 - Educational content
 - Savings facts
 - Buying guidance
 - Product tools
 - Water Heater Replacement Guide
 - Choose a Light Guide
 - **NEW!** Heating and Cooling Guide
 - Calculators
 - » Lighting & Water Heaters next up!

// Today, ingredient brands need to sell their smarts... create a content strategy that demonstrates their value as a visionary partner. //

– Kathy Baughman



Looking to replace a light bulb?
Here's how in three easy steps:

1. Choose the shape
2. Choose the color
3. Choose the brightness

[FIND YOUR LIGHT BULB](#)

Why Choose ENERGY STAR?

- Independently certified to deliver efficiency and performance
- Same brightness (lumens), 90% less energy (watts)
- Last 15 times longer = big \$ savings
- Help protect the environment and prevent climate change

WAYS TO SAVE TIPS

Light the Moment with an ENERGY STAR certified LED bulb

Only **LED bulbs** with the ENERGY STAR label are certified to deliver the highest quality performance, just the right brightness and color, big energy savings (last 15 years), and environmental benefits. Your moments. Your world. Both deserve the best.

ENERGY STAR Certified Clothes Washers

ENERGY STAR certified clothes washers deliver superior efficiency and performance by incorporating advanced features – using 25% less energy and 33% less water.

What to Consider When Buying a Clothes Washer

[SEE GUIDANCE](#)

[BUYING GUIDANCE](#) [TAKE THE PLEDGE](#)

Sample of Retail

[Filter Results](#)

ated Modified Energy Factor



Significant Enhancement to Partner Brand

- A 2017 study found partners' **JD Power** Customer Satisfaction indexes for ENERGY STAR partners increased significantly over time compared to non-partners, particularly in the areas of **Corporate Citizenship, Communications, and Customer Service.**





Significant Enhancement to Partner Brand

- Recent A/B testing conducted by Focus on Energy shows that using **ENERGY STAR logo** on ads drove a **60% increase in click-through-rate**.



+



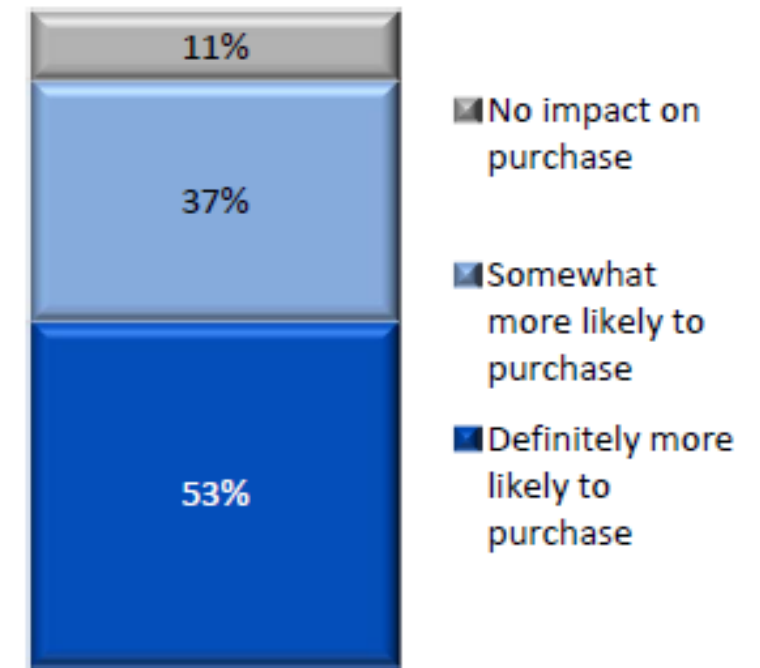
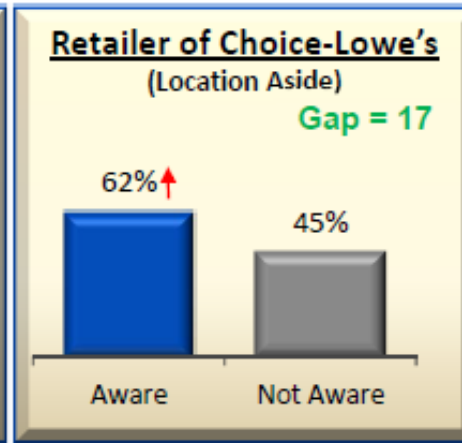
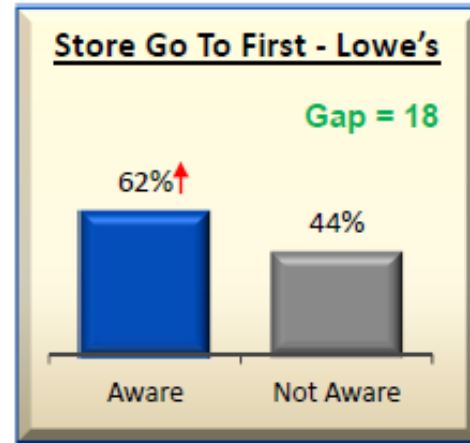
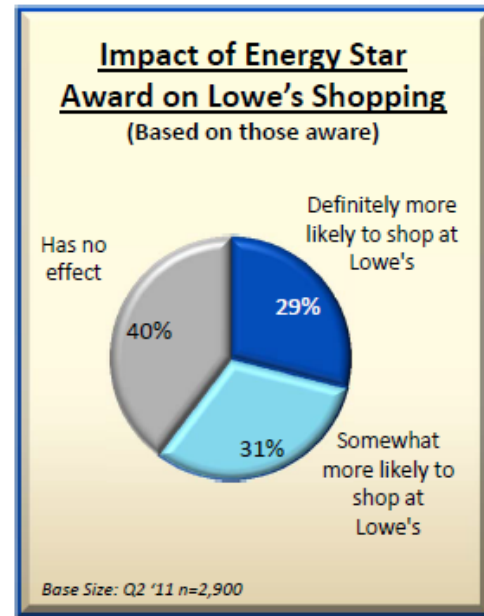
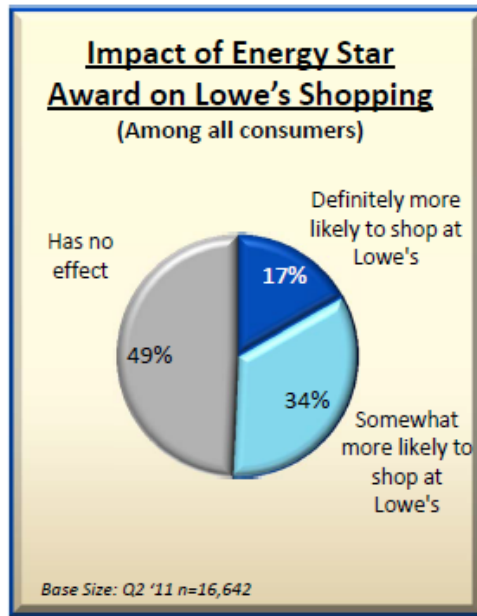
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Mutually Beneficial Relationship

- Among those who purchased an ENERGY STAR product at **Lowe's**, over half stated that the label definitely made them more likely to purchase the product.
- **Lowe's** also found significant impact of the ENERGY STAR Award on both "store go to first", "retailer of choice", as well as likelihood to shop at Lowe's.



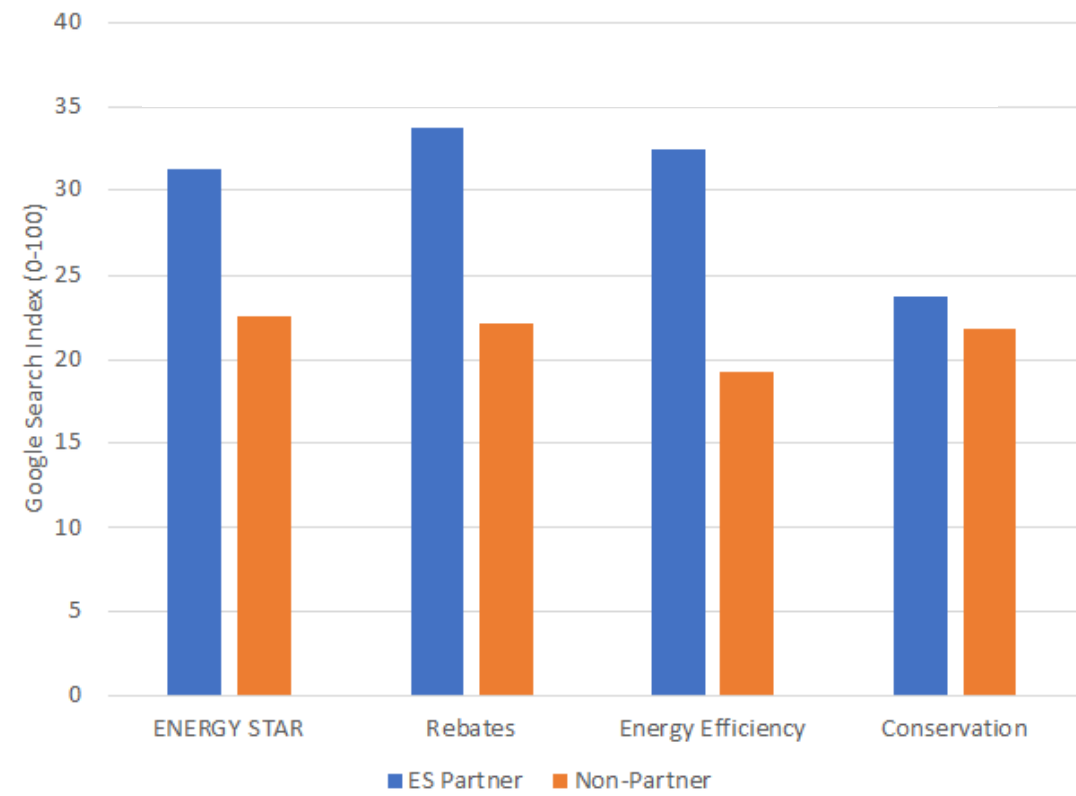


Mutually Beneficial Relationship

- 2017 study demonstrates that when a utility partners with **ENERGY STAR**, it results in **increases in Google searches** for related items



My local electric utility rebates



ENERGY STAR. The simple choice for energy efficiency.



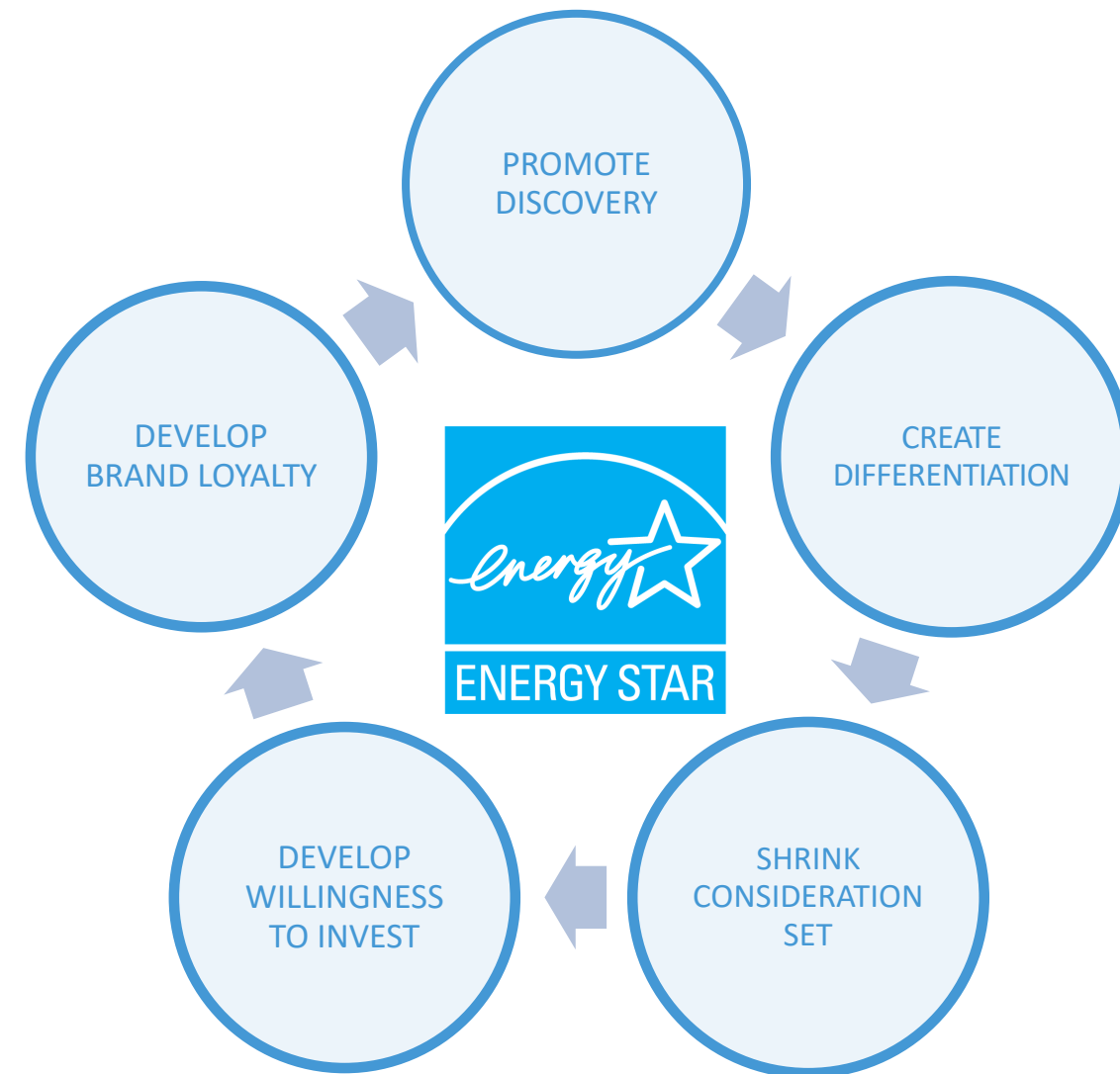
Visible Feature on Product & Packaging





ENERGY STAR: The Quintessential Ingredient Brand

- Serves as implicit seal of approval
 - Enhances Partner brand through association
- Provides short cut to understanding your brand's full value proposition
 - Differentiates product
 - Builds consumer willingness to invest in premium product
- Forges deeper connection with customers
 - Functional : quality, performance
 - Emotional : confidence, trust, loyalty





Adding Value: Building Trust in a Post-Trust World

In a post-truth world, consumers are putting their dollars where their trust remains intact.

Trust has become one of the strongest drivers in how consumers choose products, services and which organizations and politicians to support.

Product innovation that meets the changing needs of apprehensive consumers can build trust, including adding more information to packaging.

Consumers expect brands to take a stand, speak out and prove that they're trustworthy.



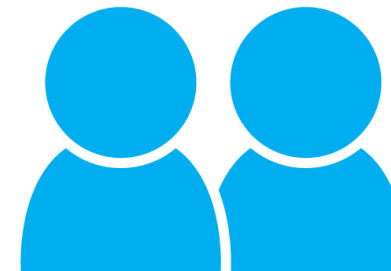
Ingredient Branding: Roles & Responsibilities



Ingredient Brand

Create ingredient brand awareness, interest and desirability

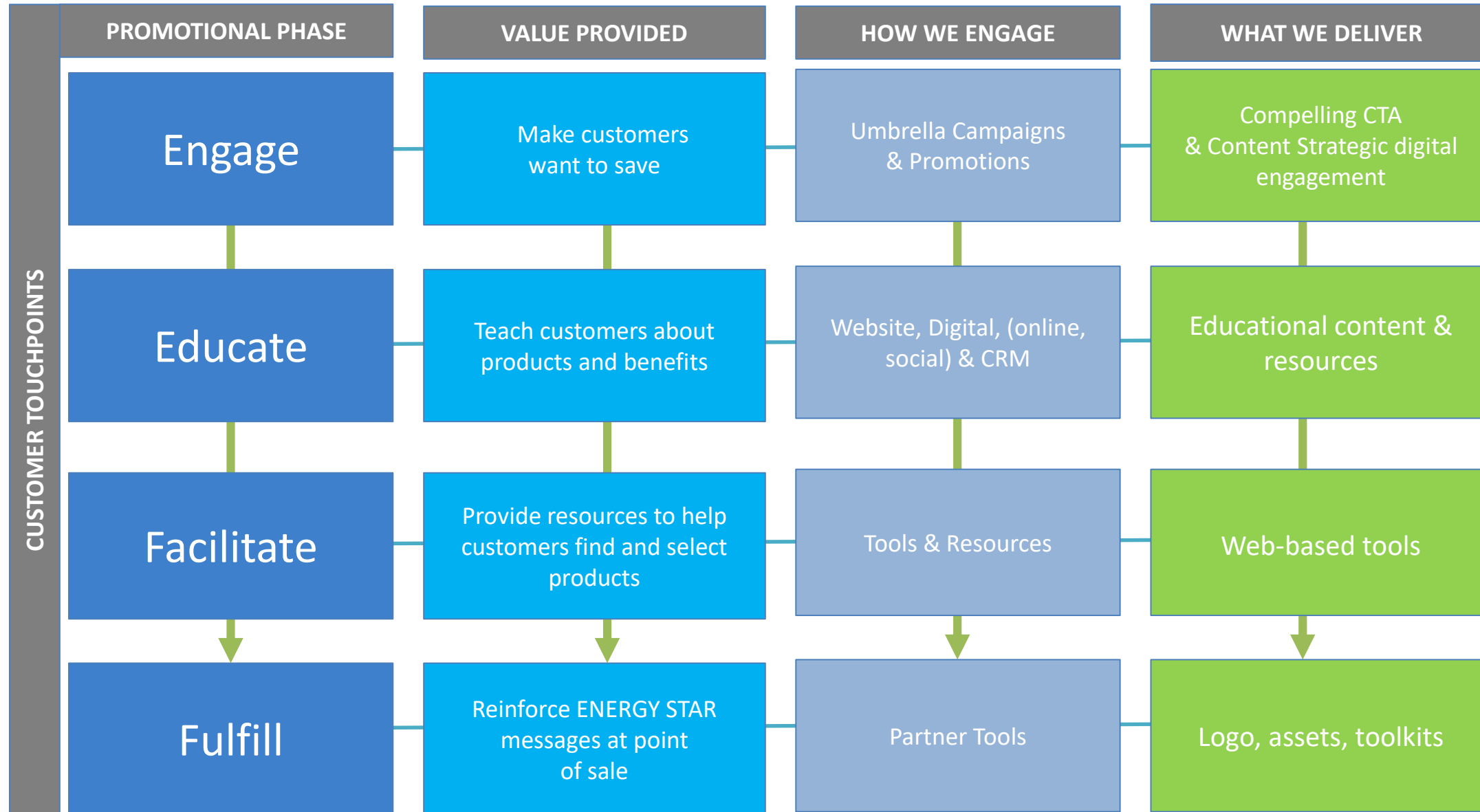
- Surface early in the customer purchase journey
- Be fluent in all channels across customer purchase journey
- Promote discovery of Partner brands



Partner Brand

Leverage ingredient brand to build trust, credibility and business results

- Feature prominently in sales/marketing materials
- Rely on ingredient brand to simplify the purchase process
- Reinforce ingredient brands on their websites and other communications



ENERGY STAR. The simple choice for energy efficiency.



ANNUAL PRODUCT PROMOTIONS

Creating Brand Awareness, Interest, and Desirability



What Are the Annual Product Promotions?

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

Co-Marketing Opportunities

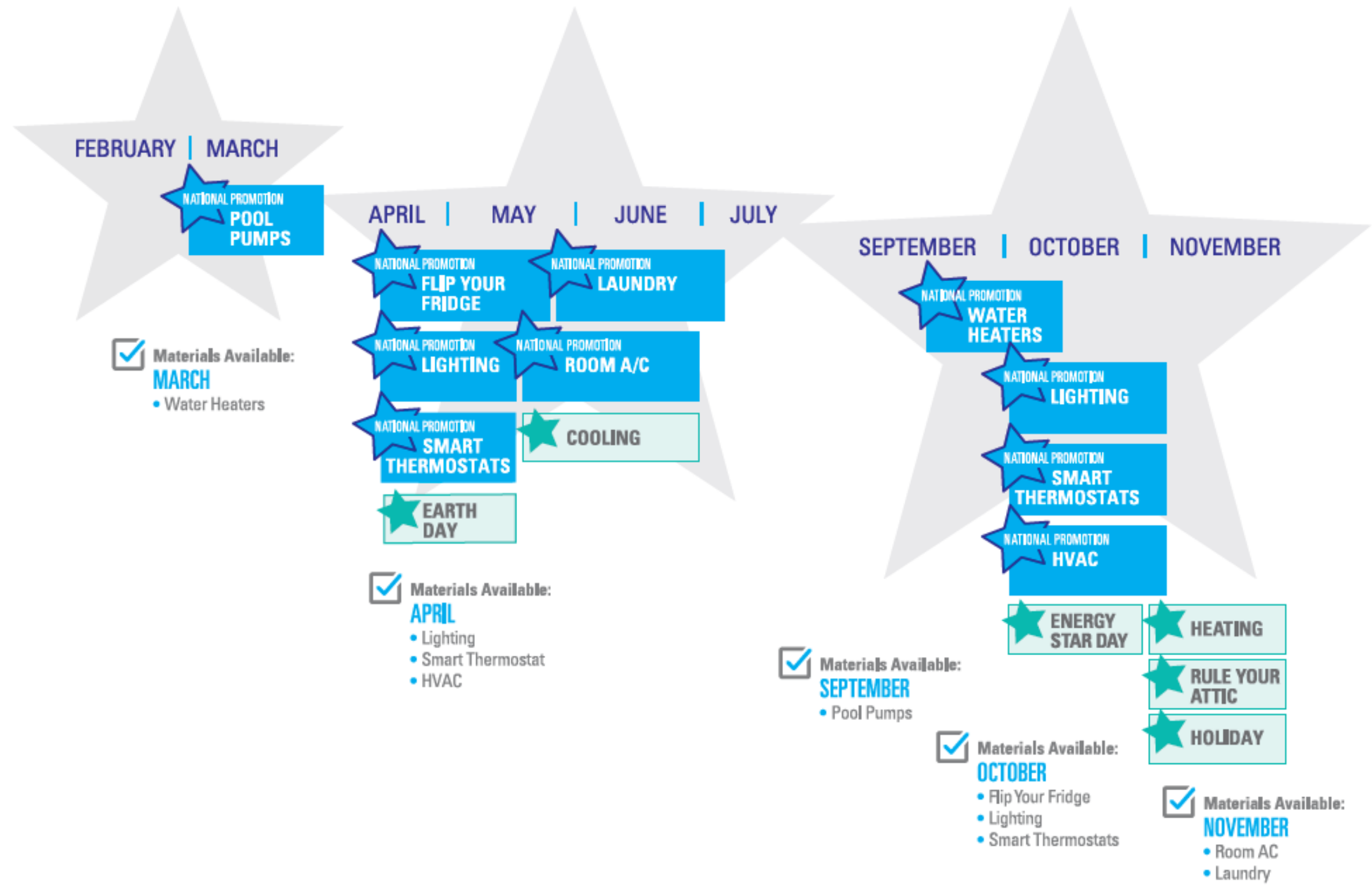
- Facilitate and leverage promotional support from manufacturing and retail partners.
 - ✓ Point-of-sale, social media, and other co-marketing efforts.

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 online and social to more traditional advertising.

What EPA Will Be Doing in the Market

- Push out through a variety of media channels that drive impressions and traffic to ENERGY STAR Product Finder featuring utility-branded program incentives.
 - ✓ Unites customer with products and deals to effect conversion.





Q1-Q3 2019 Activation

Pool Pumps (March)

- Display Ads on Oath
- Video Ads
- Paid Facebook ads



Flip your Fridge (May)

- Display Ads on Google Display
- YouTube Video Ads
- Paid Social
- Remarketing



Earth Day (April)

- Shareable social content
- Paid & Organic Social campaign
- Twitter Party



Lighting (May - June)

- Mobile Display on GroundTruth
- Mobile Video
- Paid Instagram and Facebook

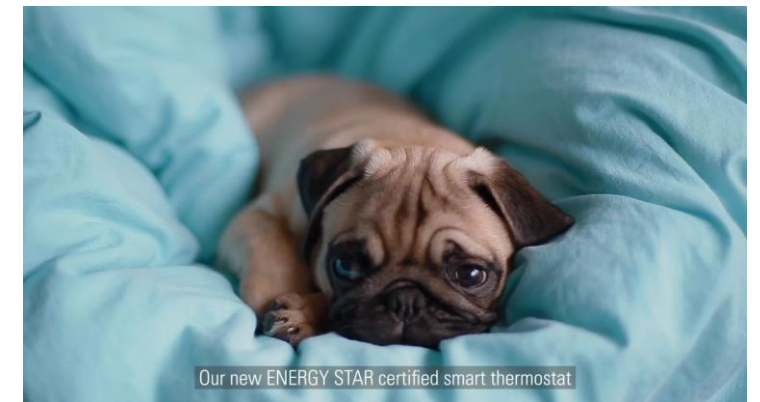




Q1-Q3 2019 Activation

Laundry (June)

- Display Ads
- Video Ads
- Paid Facebook & Instagram
- Fun organic social content
- YouTube Influencer Partnership



Cooling: Room A/C & Smart Thermostats (June - July)

- Mobile & Google Display Ads
- Video Ads on YouTube
- Paid Facebook & Instagram
- "Ask the Expert" Video on YouTube





Campaign Impacts:



Promotional pages had more than **3.3 MILLION** pageviews

MORE THAN **1.3 BILLION** IMPRESSIONS in print, social, and online media from 2017 to date

MORE THAN **35,000** PLACEMENTS through NAPS and Brandpoint

1332000000



5.3 MILLION VIDEO VIEWS



Promotional Product Pages **12.5 MILLION** newsletters delivered

ENERGY STAR. The simple choice for energy efficiency.



**Nearly 400 Energy Efficiency Program Sponsors
representing more than 100 million homes!**

ENERGY STAR. The simple choice for energy efficiency.



ENERGY STAR. The simple choice for energy efficiency.



Nest



The new degree of comfort.®



FRIEDRICH 1883



ENERGY STAR. The simple choice for energy efficiency.

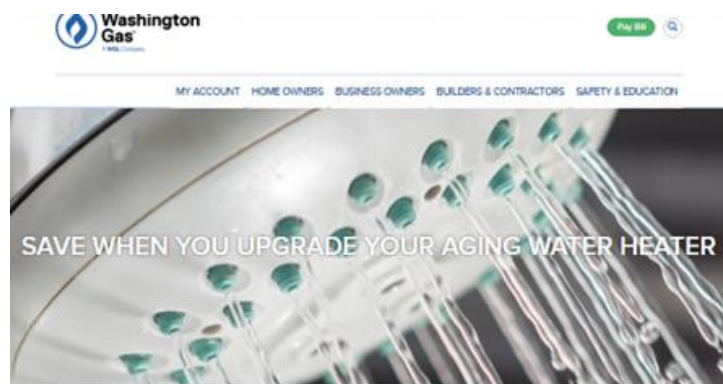


In Store Promotions





Online Promotion of Water Heaters: Washington Gas



Washington Gas is an ENERGY STAR partner under the utilities regional energy efficiency program sponsor category. As a partner, Washington Gas currently offers residential and commercial rebates for storage water heaters that are ENERGY STAR certified. ENERGY STAR certified products generally use 20-30% less energy than required by federal standards.

As one of the highest sources of energy use in a home, water heaters can be costly to repair when an aging system starts to fail. ENERGY STAR and Washington Gas encourage customers to avoid those unwanted costs and take action now with an early replacement. If your water heater is more than 10 years old, upgrade today!



UPGRADE NOW FOR HOT SAVINGS

Save up to \$3,500 over its lifetime plus more with a rebate.

From now until October 31st, increase your savings significantly by taking advantage of multiple rebate offers for all ENERGY STAR certified water heaters. Plus, for 2016, get an additional federal tax credit from ENERGY STAR.



Washington Gas @washingtongas

Replacing an old water heater? Don't miss out on savings—upgrade to an @ENERGYSTAR model! bit.ly/2cEOozu

RETWEET 1 LIKES 5

12:16 PM - 20 Sep 2016

Washington Gas @WashingtonGasOfficial

Home About Photos Likes Videos Posts Create a Page

Washington Gas September 6 at 2:04pm

ENERGY STAR certified, natural gas water heaters use less energy than standard models, saving you money every time you use hot water. Ready to upgrade? Find available rebates on our website: <http://bit.ly/2bUUp6p>

ENERGY STAR Water Heater Promotion - Washington Gas

Save when you upgrade your aging water heater. WWW.WASHINGTONGAS.COM

Washington Gas @washingtongas

Is your water heater over 10 years old? It's time to replace it with an @ENERGYSTAR model for your home before it fails! Washington Gas customers in Maryland can even receive a rebate on select high-efficiency models. bit.ly/2Tf87dj



10:00 AM · Aug 8, 2019 · Salesforce - Social Studio

1 Retweet

ENERGY STAR. The simple choice for energy efficiency.



Lighting

LIGHT ^{the} MOMENT
WITH ENERGY STAR®

PURCHASE A QUALIFYING ENERGY STAR LED DURING THE MONTH OF OCTOBER, AND WE'LL DONATE ONE TO A MICHIGAN FOOD BANK*.

START SHOPPING

*up to 105,000 LEDs



LIGHT ^{the} MOMENT
WITH ENERGY STAR®

Table/Floor Lamp Lighting

General Purpose Lighting Bathroom Lighting Kitchen Lighting

ONLY ENERGY STAR LED BULBS ARE CERTIFIED TO DELIVER:

- ✓ Highest Quality Performance
- ✓ Just the Right Brightness & Color
- ✓ Big Energy Savings – Last 13+ Years!
- ✓ Environmental Benefits

For every qualifying LED purchased in October, Consumers Energy will donate one to a Michigan family in need.

Consumers Energy
Count on Us®

Not sure what type of LED bulb is the right one for your moment?

Follow the steps below or visit our easy-to-use Choose A Light tool and we'll help you find it.

energystar.gov/choosealight

STEP 1: CHOOSE THE SHAPE

ENERGY STAR certified LED bulbs are available in a variety of shapes and sizes for any application—including recessed cans, track lighting, table lamps, and more.

	BULB TYPES				
TABLE OR FLOOR LAMP					
RECESSED FEATURES					
CEILING FEATURES					
CEILING PANELS					
WALL SQUIGGLERS					
RECESSED CANS					
ACCENT LIGHTING					

STEP 2: FIND YOUR BULB

Go to the lighting aisle and look for the ENERGY STAR label. Remember, only LED bulbs that have earned the ENERGY STAR have been independently tested to assure that they will save energy and perform as promised.

STEP 3: CHOOSE THE COLOR

Light color matches a temperature on the Kelvin scale (K). Lower K means warmer, yellowish light, while higher K means cooler, bluer light.

2200K	3000K	3500K	4100K	5000K	6500K
WARM			COOL		
Soft White, Warm White Ideal for most indoor applications.	Neutral White, Cool White Good for kitchens and work spaces.	Cool White Good for reading.	Daylight (think blue sky at noon)	Daylight (think blue sky at noon)	Daylight (think blue sky at noon)

STEP 4: CHOOSE THE BRIGHTNESS

Use this chart to determine how many lumens you need to match the brightness of your old standard bulbs.

Standard Bulbs (Watts)	ENERGY STAR Bulb Brightness (Minimum Lumens)
40	450
60	800
75	1,100
100	1,600
150	2,600

STEP 5: CHECK THE PACKAGE

Make sure you're getting the bulb you want by reviewing the Lighting Facts label that shows key bulb details such as brightness, life, light appearance (or color), and energy used.

Lighting Facts Per Bulb	
Brightness	950 lumens
Estimated Yearly Energy Cost	\$0.34
Life	22 years
Light Appearance	Warm
Energy Used	7 watts

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

Central Hudson
A FORTIS COMPANY

ENERGY STAR





Pool Pumps



Summer vacation is in full swing and so is your pool. Take advantage of our \$275 rebate to improve its efficiency with an Energy Star® certified variable-speed pool pump. amerenillinoisavings.com/for-my-home/ex



12:32 PM · Jun 22, 2018 · Sprinkl

4 Retweets 2 Likes



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.

Like Comment Share



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!

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.





Laundry

NIXXES
HOME / PROGRAMS / CLOTHES WASHERS

CLOTHES WASHERS

ENERGY STAR® certified clothes washers use about 25% less energy and 45% less water than regular washers.

The average American family washes about 300 loads of laundry each year. ENERGY STAR can help families cut their related energy and water costs.

[VIEW INFOGRAPHIC](#)

Better clothes washers could save us more than \$4 billion each year.



#DKY If all clothes dryers sold in the US were @ENERGYSTAR certified, Americans would save more than \$1.5 billion each year in energy costs and prevent 22 billion lbs of annual greenhouse gas emissions! For more #EnergyTips, visit:



Energy Saving Tips - UGI Utilities
Wondering how you could save money with energy efficiency? Get energy saving tips for your home or business from ENERGY STAR® and start saving energy ...
ugi.com

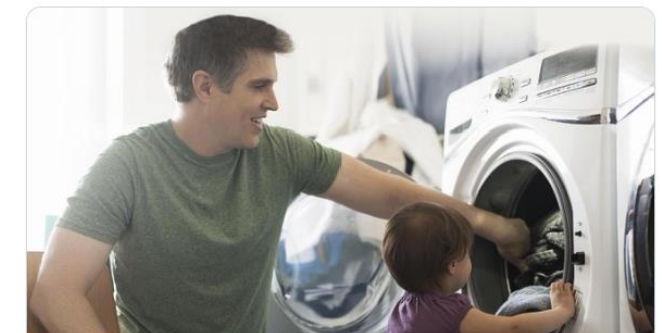
2:10 PM · Aug 19, 2019 · Hootsuite Inc.



#DYK that @ENERGYSTAR washers and dryers use 25% less energy and 33% less water than standard models? That's less waste for the environment and with PECO Rebates, more money in your wallet! Apply for rebates at PECO.com/rebates



Did you know that @ENERGYSTAR certified washers use up to 25% less energy and 33% less water than traditional models? Upgrade today and save money and energy with every cycle!



Make Laundry Better
Replace your old clothes washer with an ENERGY STAR model to make laundry better for your clothes, your family, and the environment.
energystar.gov



Room AC



Con Edison
@ConEdison

Hot days driving up your summer energy costs? You still have time to switch to an @ENERGYSTAR certified room air conditioner that'll save you money and energy. bddy.me/33qR9x6 #energyefficiency



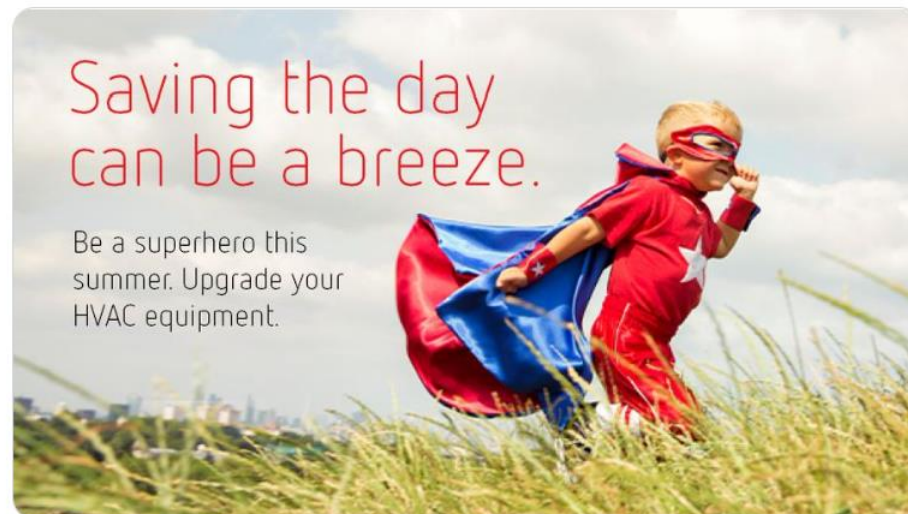
3:53 PM · Aug 9, 2019 · Salesforce - Social Studio

1 Like



Entergy Mississippi
@EntergyMS

Looking for a great way to lower your monthly Entergy bill? Upgrade your air conditioning unit and get incentives of up to \$1,000 on select @ENERGYSTAR certified equipment. Visit energysolutionsms.com/heatingcooling or call 844-523-9980 to find a participating trade ally.



4:06 PM · Aug 13, 2019 · Sprinklr



DTE Energy
@DTE_Energy

It looks like the heat is finally here to stay. ENERGY STAR® room air conditioners use about 9% less energy and cost less than \$75 a year to run! ow.ly/Yfk650v3eYa



Efficiency Vermont
July 20 at 5:01 AM

Sizzling hot weather is here this weekend. If you are looking for a window air conditioner, we recommend the ENERGY STAR® 2019 Emerging Technology Award-winning air conditioners. We offer a \$200 rebate on qualifying models.



EFFICIENCYVERMONT.COM
Window Air Conditioners | Efficiency Vermont
ENERGY STAR® 2019 Emerging Technology Award-winning air...

1 Like 1 Share



NHSaves
9 hrs ·

As temperatures heat up, keep your energy costs down with a room air conditioner! ENERGY STAR® room air conditioners use 9% less energy and, on average, cost about \$70 per year to run. We think that's pretty cool!
<https://nhsaves.com/programs/room-air-conditioners/>



NHSAVES.COM
Room Air Conditioners | NHSaves
ENERGY STAR room air conditioners use 9 percent less energ...

1 Like

ENERGY STAR. The simple choice for energy efficiency.



Smart Thermostats



Get better control over your electricity bill by installing a programmable thermostat and set up an around-the-clock schedule that saves you energy too.

#energyefficiency #saveenergy

ENERGY STAR @ENERGYSTAR · Aug 1

Installing an ENERGY STAR certified smart thermostat can lead to big summer savings. Control your thermostat, don't let it control you! #ENERGYSTAR energystar.gov/products/heat...

5:59 PM - Aug 2, 2019 · [Twitter Web App](#)



Get a **\$100** Thermostat Rebate

Purchase and install an ENERGY STAR® certified smart thermostat in your home and receive a \$100 rebate from UGI.*

SHOP ONLINE NOW

IF YOU HAVE ANY QUESTIONS, PLEASE CALL 1-844-317-6122 OR EMAIL SAVESMART@UGI.COM.



Energy Efficiency Fact

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.



ONLINE REBATE APPLICATION

ComEd An Exelon Company | powering lives

Outage | Pay Bill | Moving | Español | Contact Us | Search

My Account | Outages | **Ways to Save** | Smart Energy | Safety

Home > Ways to Save: For Your Home > Rebates & Discounts > Smart Thermostat Rebates

Smart Thermostat Rebates

Save on a Smart Thermostat

Start managing your home's heating and cooling costs with an ENERGY STAR® certified smart thermostat. Connected to your Wi-Fi, a smart thermostat lets you monitor and control your home's temperature from any web-enabled device so you can save energy and money whether you're at home or on the go.

LEARN MORE AT energystar.gov



Refrigerator



Have you done your spring cleaning yet? Don't forget to replace your old, inefficient fridge with an @ENERGYSTAR certified model to save energy and money - and get \$20 in return from Focus on Energy. Schedule your free pickup: focusonenergy.com/fridge #FlipYourFridge



10:35 AM · May 8, 2019 · Hootsuite Inc.

2 Retweets 4 Likes



It's time to #FlipYourFridge! Replacing your old refrigerator with an @ENERGYSTAR certified model will save you big bucks and benefit the environment. Win your own @Bob Vila's giveaway. One lucky PPL Electric customer is guaranteed to win! Learn more: ow.ly/zHIB50pREBa.



7:20 AM · Apr 20, 2019 · Hootsuite Inc.

2 Likes



BGE's Flip Your Fridge Contest

It's spring cleaning time, which means that old fridge has got to go. The BGE customer whose energy-eater gets the most votes wins a new ENERGY STAR® certified refrigerator!

Share a photo and you could win:

GRAND PRIZE: A brand-new ENERGY STAR® certified refrigerator!

SECOND PRIZE: A new outdoor grill

THIRD PRIZE: A YETI® cooler

ENTER NOW!



BGE's Flip Your Fridge Contest Is Over!

But the fun goes on because everyone wins by recycling old appliances. Get \$50 for an old, working fridge or freezer and \$25 for an old room A/C unit or dehumidifier. Details at BGERecycleMyOldFridge.com.

Find more ways to save energy and money at BGESmartEnergy.com.





Television News Coverage

FOX6 NOW NEWS VIDEOS POLITICS PODCASTS SPORTS BREWERS WAKEUP REAL MKE CONTESTS

"Flip Your Fridge:" Program encourages recycling outdated refrigerators

POSTED 5:24 PM, APRIL 24, 2015, BY DEANDRA CORINTHIOS

FACEBOOK TWITTER REDDIT LINKEDIN

This is an archived article and the information in the article may be outdated. Please look at the time stamp on the story to see when it was last updated.



MILWAUKEE (WITI) -- Have you ever thought about how much money your refrigerator is costing you? Older models can suck up three times as much power as new ones. But, there's an easy way to recycle it.

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, is partnering with the Energy Star on a nationwide campaign called "Flip Your Fridge." The program encourages people to recycle and replace outdated,



CT Home News Weather NBC CT Investigates Entertainment

News Top Video Late Night NBC CT Responds The Scene

REPLACING IT WITH A NEW EFFICIENCY EFFICIENT ENERGY STAR MODEL . EVERSOURCE

CT LIVE! MAKE YOUR HOME MORE COMFORTABLE

CT LIVE Home Energy Efficiency

Eversource Energy Efficiency Expert Enoch Lenge shared tips on how to make your home more energy efficient. (Published Monday, Aug 12, 2019)

HAWAII NEWS NOW NEWS LIVE WEATHER SPORTS HI NOW SUNRISE SPECIAL REP

Energy Star Day

HAWAII NEWS NOW SUNRISE ENERGY STAR DAY CELEBRATED NATIONWIDE

Energy Star Day

October 23, 2018 at 10:40 AM HST - Updated October 23 at 10:40 AM HONOLULU (HawaiiNewsNow) -The ratepayer-funded agency, Hawaii Energy, is helping people celebrate Energy Star Day.

khon2 NEWS LIVE NEWS WEATHER SPORTS WAKE UP 2DAY LIVING808 COMMUNITY

Featured For Energy Savings

Save Energy. Save Money.

BE PART OF THE SOLUTION

khon2 78° 7:18 AM

ORK POLICE IN GEORGIA SHOOT, KILL 18-YEAR-OLD SUSPECT WANTED IN SHOOTING NATIONAL

by: Kelly Simek

Posted: Oct 23, 2018 / 08:15 PM HST / Updated: Oct 23, 2018 / 08:15 PM HST

We are going green today because October 23rd is being celebrated across the country as Energy Star Day. It's all about protecting our environment through energy efficiency. Hawaii Energy's Bob Dahilig and Tammy Burk joined us in studio. For more information on Energy Star Day, log onto <https://www.energystar.gov/>

ENERGY STAR. The simple choice for energy efficiency.



Annual Product Promotions Q4

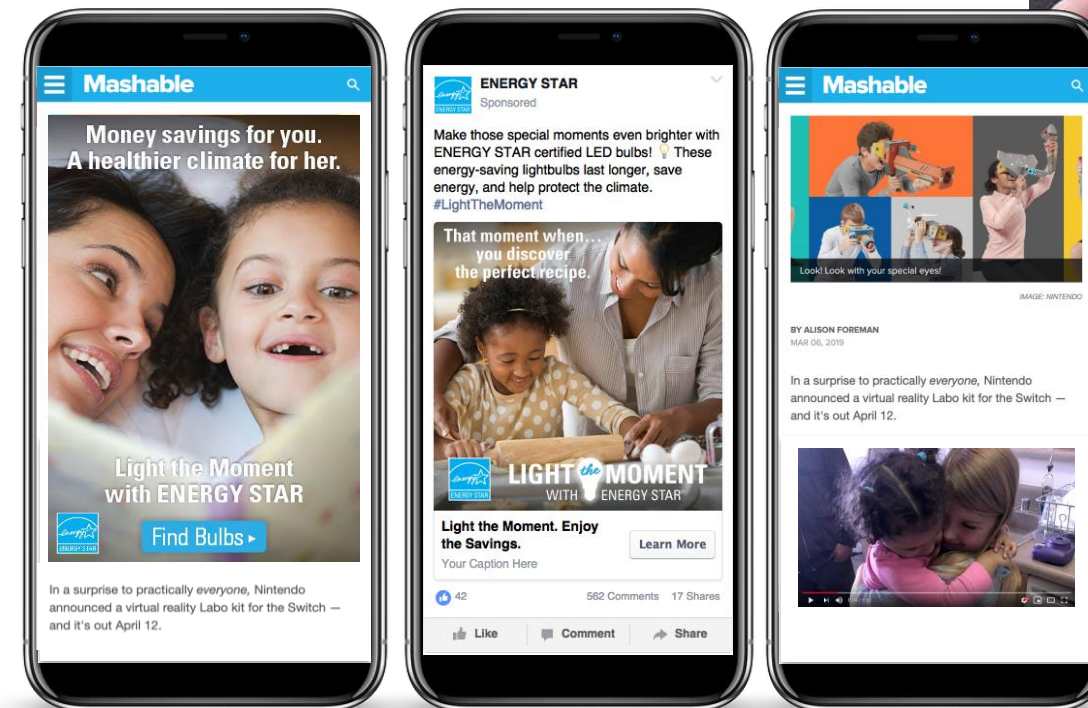
ENERGY STAR. The simple choice for energy efficiency.





Q4 2019 Plans: Water Heaters and Lighting

- Repeat successful tactics from 2018:
 - Water Heaters: Leveraging touch points at every step of the customer purchase journey to effect adoption.
 - Display ads on Google Display Network
 - Video ad on YouTube
 - Both driving traffic to [HPWH promotion page](#) featuring Water Heater Replacement Guide
 - Lighting: Combining aspirational Light the Moment theme with practical benefits targeting LMI customer.
 - Mobile display on Groundtruth
 - Social media on Facebook and Instagram
 - Video on ShareThrough and Groundtruth
 - All driving traffic to Lighting Product Finder featuring deals



**Low Cost
Long Life
Big Savings**



Lighting Product Finder

- Featuring Light the Moment Feature Deals

LIGHT *the* MOMENT Featured Deals

See All ENERGY STAR Certified Bulbs →

Sponsored By

Utilities

- CLP
- Connecticut Light & Power
- Energize CT
- Eversource
- MA - EVERSOURCE
- Mass Save
- WMECO/Eversource

Manufacturers

- Globe
- L'Image Home Products Inc
- GE

Look for: **GE Brand Light Bulbs**
Available at: **Walmart**

SHOW STORES

Look for: **Globe Brand Light Bulbs**
Available at: **Dollar General, Ocean State Job Lot, Shaw's**

SHOW STORES

Look for: **Sunbeam Brand Light Bulbs**
Available at: **Dollar Tree Stores**

SHOW STORES

Additional light bulbs rebates & incentives

Light Bulbs

Buy-Down/Discount ?

Eversource (CT) | 877-WISE-USE

Up to **\$3.50**

Valid: 01/01/2019 - 12/31/2019

Visit website to learn more



The screenshot shows the Energy Star website's Lighting Product Finder page. At the top, there's a navigation bar with the Energy Star logo and the tagline "The simple choice for energy efficiency." Below this, there are menu items for "ENERGY EFFICIENT products", "ENERGY SAVINGS at home", "ENERGY EFFICIENT new homes", and "ENERGY STRATEGIES FOR buildings & plants".

The main content area features a "Find and Compare" section with a "Change Product" button. A large image of a light bulb is accompanied by the text "ENERGY STAR Certified Light Bulbs" and a sub-headline: "Only LED bulbs that have earned the ENERGY STAR label are independently certified to deliver high quality, save energy, and help protect the environment." To the right, there's a "How to Choose a Light Bulb" guide with a "SEE GUIDANCE" button and a numbered list (1-5).

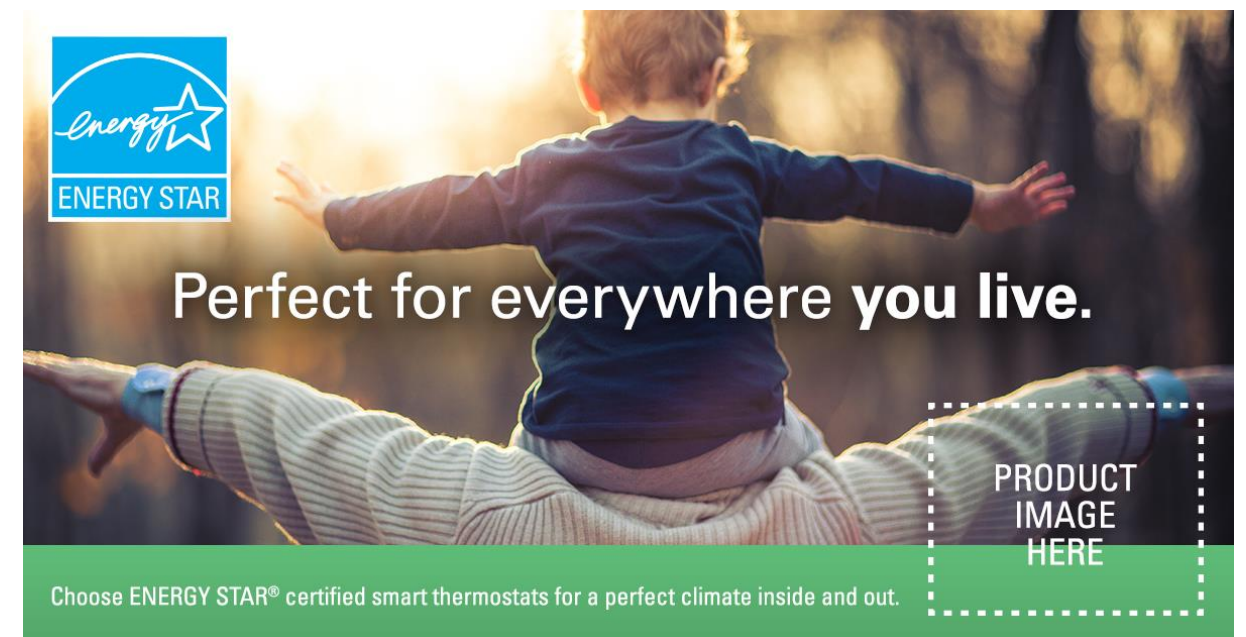
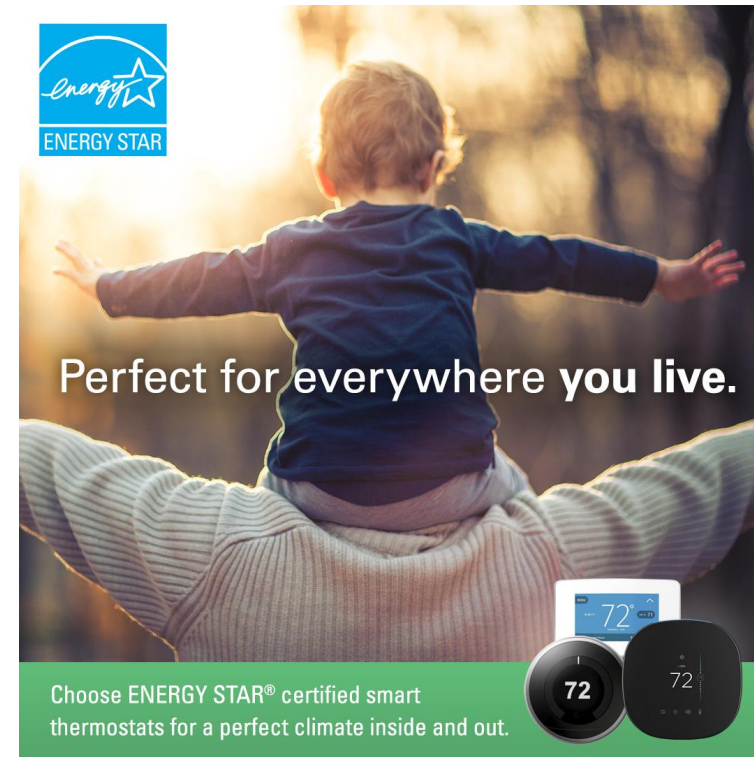
Below the main content, there are two buttons: "BUYING GUIDANCE" and "TAKE THE PLEDGE".

The bottom section shows search results for "7LEDS - 7L-A19-9.5w-5000k". It includes a "Filter Your Results" section with a search box for keywords and a "Price" filter ranging from "low" to "high". A "Featured Best Value" badge is present. The product details include: "Bulb Type: General Purpose Replacement", "Technology: LED", "Wattage Equivalency (watts): 75", "Brightness (lumens): 1100", and "Efficacy (lumens/watt): 111.1". There is a "CLICK FOR PRODUCT DETAILS" button and a "Compare" option.



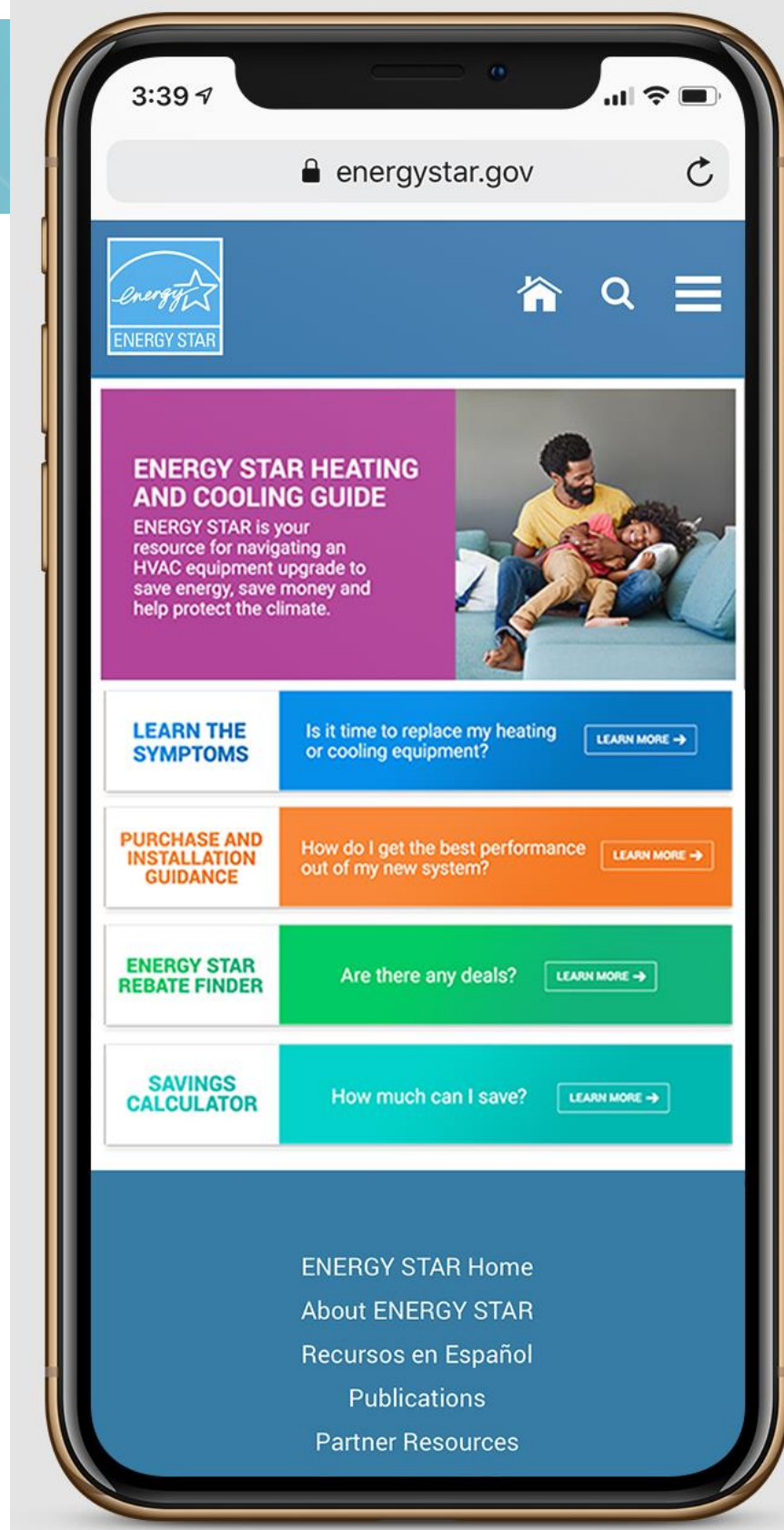
Q4 2019 Plans: Smart Thermostats

- New positioning focused on environmental benefits to appeal to eco-conscious homeowners.
 - Increase adoption among consumers most likely to seek smart thermostats for their homes.
 - Ramp-up media with a focus on environmental benefits and a mix that engages at key points along the customer journey to purchase.
 - Research: Influencer and review sites
 - POS: Online and Bricks and Mortar
 - Collaborate with leading partners to promote ENERGY STAR differentiation.



Q4 2019 Plans: HVAC Awareness

- Touch point at every step along the journey to purchase and installation.
- Leverage media mix that combines broad awareness building with strategic targeting.
 - Paid digital ads place on targeted websites
 - Native online articles in tier 2 newspapers
 - Supplement with Heating Video
- Target combination of markets with active programs and regions with high penetration of old ASHPs.
- Drive traffic to **NEW!** Heating and Cooling Guide





Q4 2019 Plans: Rule Your Attic

- What is the Rule Your Attic promotion?
 - A direct-to-consumer promotion to increase awareness of poor home insulation levels and encourage homeowners to take action.
- Consumer call-to-action:
 1. Check (measure) your attic insulation levels to see if you have a problem.
 2. If you find a problem, get it fixed. Do-it-yourself (DIY) or hire a contractor. Here's how.... (point to ENERGY STAR or local program/contractor content).
- Rule Your Attic Toolkit
 - www.energystar.gov/ruleyourattic/stakeholders
 - www.energystar.gov/ruleyourattic/contractors
- Timing
 - Nov – Dec 2019; Jan – mid-Feb 2020



ENERGY STAR. The simple choice for energy efficiency.

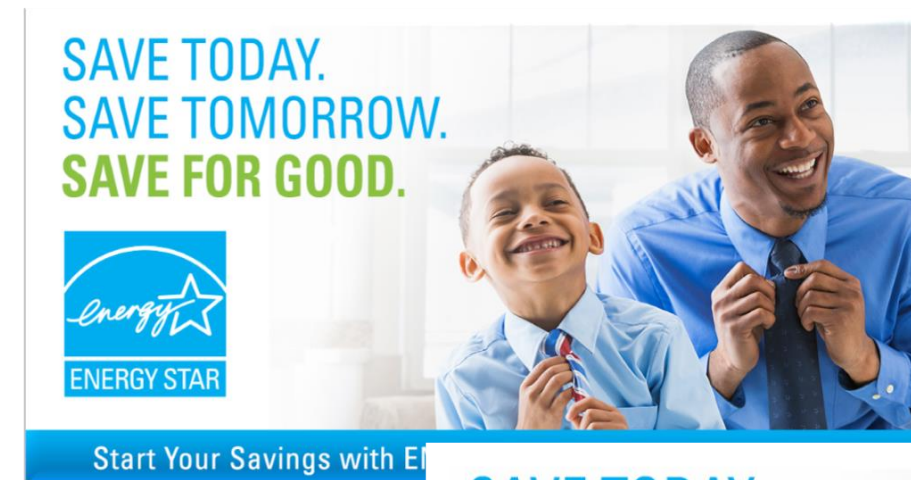


Brand Campaigns Q4



Q4 2019 Plans: ENERGY STAR Day

- Celebrate the benefits of energy-efficiency with ENERGY STAR through collaborative broad public awareness campaign coupled with complimentary targeted outreach to underserved customers that can benefit the most.
- Continue to leverage aspirational appeal of Save Today, Save Tomorrow, Save for Good.
 - Utilize customer segmentation data for underserved targeting
- Collaborate with partners to expand reach and to offer relevant services
 - All-day social celebration on October 22nd!
 - Drive traffic to energystar.gov/SaveForGood featuring partner efforts and ways to save.
 - Toolkit is available at energystar.gov/marketing_materials under ENERGY STAR Day



ENERGY STAR. The simple choice for energy efficiency.



Hawaii Energy Retweeted
ENERGY STAR @ENERGYSTAR · Oct 23
 What is ENERGY STAR Day? It's an annual celebration for EPA, partners, and YOU to celebrate the benefits of energy efficiency. Reply to this tweet and tell us why saving energy is important to you! Don't forget the hashtag #ENERGYSTARday.



0:23 2,252 views

Save Today, Save Tomorrow, Save for Good with ENERGY STAR
 Products that earn the ENERGY STAR label are independently certified to use less energy, saving you money on your utility bills.

SMUD shared a post.
 October 23 at 12:30 PM

Today is ENERGY STAR day! We offer rebates on ENERGY STAR-certified products, including LED Lighting, Smart Thermostats, Heat Pump Water Heaters, Pool Pumps and Appliances. In addition to mail-in and online rebates, you can save with SMUD Instant Rebates at participating retailers and on <http://www.smudenergystore.com> #ENERGYSTARday



PG&E @PGE4Me · Oct 23
 We're proud to celebrate #ENERGYSTARday and help PG&E customers save energy and money. Look for the @ENERGYSTAR label when shopping. Learn more at energystar.gov/SaveForGood.



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

Southern California Gas Company (SoCalGas) shared a post.
 October 23 at 2:20 PM

Please join us in celebrating ENERGY STAR Day! Find information on available appliance rebates at - socialgas.com/rebates



Hawaii Energy @MyHawaiiEnergy · Oct 23
 We're live on @KHONnews' @WakeUp2day, spreading the word #ENERGYSTARday! @ENERGYSTAR - at KHON

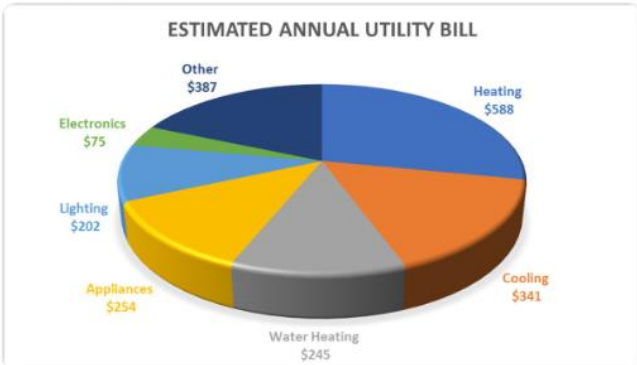


SMUD @SMUDUpdates · Oct 23
 Happy ENERGY STAR Day! It's time to celebrate the day with ENERGY STAR. By choosing products that have the ENERGY STAR label, you'll be saving today, tomorrow and for good. We offer rebates on ENERGY STAR products. #ENERGYSTARday

WWW.ENERGYSTAR.GOV

Save Today, Save Tomorrow, Save for Good with ENERGY STAR

SMUD Retweeted
ENERGY STAR @ENERGYSTAR · Oct 23
 The typical household spends about \$2,000 a year on energy bills. With ENERGY STAR, you can save 30% or about \$575 in household energy costs. #ENERGYSTARday



Category	Amount
Other	\$387
Heating	\$588
Cooling	\$341
Water Heating	\$245
Appliances	\$254
Lighting	\$202
Electronics	\$75

SoCalGas @socialgas · Oct 23
 Celebrate #ENERGYSTARday by getting cash back through one of the many appliance rebates we offer at socialgas.com/rebates. Plus, your @ENERGYSTAR certified products will help lower your energy bill every single month! #LetTheSavingBegin #EnergyRebate



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

Save for Good with [Learn More](#)

ENERGY STAR helps you save for good—for your wallet and for a healthier planet for you and your family. #ENERGYSTARday

1 Share

ENERGY STAR. The simple choice for energy efficiency.



Consumers Energy posted an offer.

October 18 at 3:40 PM · 🌐

Did you know ENERGY STAR® certified LED bulbs use 70-90 percent less energy than incandescent bulbs? In honor of ENERGY STAR Day on Oct. 23, take advantage of instant rebates on energy-saving products by ordering online at ConsumersEnergyStore.com.

We'll even donate one LED bulb to a Michigan foodbank for every LED bulb purchased through the end of October.*



ComEd

October 23 at 10:26 AM · 🌐

Celebrate saving energy and money on #EnergyStarDay with great deal on select ENERGY STAR certified products. 💡 Start your savings today and save for good: energystar.gov/SaveForGood



Central Hudson @CentralHu

Central Hudson is a proud pa
#EnergyStarDay. Products th
certified to use less energy. F
products, go to: savingscentr



CenterPoint Energy

October 23 at 5:00 PM · 🌐

We're proud to celebrate ENERGY STAR Day today and every day! Did you know that with ENERGY STAR, you can save 30% or about \$575 in household energy costs? Just look for the label on lighting, appliances, electronics, heating and cooling equipment, and more. With ENERGY STAR certified products, your savings start today with a great low price, and continue with lower energy bills every day!

Learn more at energystar.gov/SaveForGood.



Columbia Gas of Ohio

7 mins · 🌐

We're proud to celebrate ENERGY STAR® Day and offer rebates on certified products like water heaters, smart thermostats and furnaces year-round. Find your savings at <http://www.columbiagasohio.com/savingmatters>.



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

👍 Like 💬 Comment ➦ Share



Con Edison

October 23 at 4:02 PM · 🌐

Celebrate saving energy and money on #ENERGYSTAR Day with great deal on select ENERGY STAR certified products. Get \$35 b
STAR clothes washers and \$50 on dishwash
Start your savings today and save for good. v



Unitil

October 23 at 5:46 PM · 🌐

Switch to ENERGY STAR certified products to start saving money energy. #ENERGYSTARDay 💰💡✅



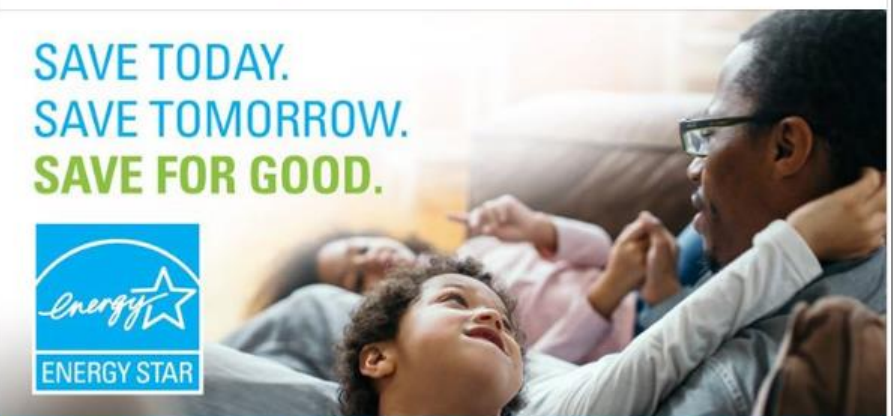
ENERGYSTAR.GOV
ENERGY STAR Day
It's time to celebrate the benefits of energy efficiency with ENERGY STAR.



ComEd

Yesterday at 9:01 AM · 🌐

Replacing your home's five most frequently used incandescent light bulbs with ENERGY STAR certified LEDs could save you about \$40 yearly. 💡 #SaveToday and #SaveForGood: bit.ly/2aFHW2t



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

ENERGY STAR. The simple choice for energy efficiency.



Efficiency Vermont @EfficiencyVT · Oct 23
 Happy ENERGY STAR Day! It's time to celebrate the best choice for energy efficiency with ENERGY STAR. By choosing products that have earned the ENERGY STAR label, you'll be saving today, tomorrow and for good. #ENERGYSTAR
ow.ly/KBAB30mlld8

Efficiency Vermont @EfficiencyVT · Oct 23
 Happy #ENERGYSTARday #Vermont!

ENERGY STAR @ENERGYSTAR
 This ENERGY STAR Day and every day you save for good—for all the good in your life and for a healthier planet. energystar.gov/SaveForGood #ENERGYSTAR

Mass Save @MassSave · Oct 23
 As an @ENERGYSTAR Partner of the Year, we're proud to celebrate #ENERGYSTARday with our partners, and most importantly, our fans. We're saving energy and money while protecting the environment. ow.ly/c07h30mg3U7

SAVE TODAY. SAVE TOMORROW. SAVE FOR GOOD.

Delmarva Power @DelmarvaConnect
 We're proud to participate in #ENERGYSTARday today and help you save energy & money all year long! Buy ENERGY STAR certified products, your savings start & continue with lower energy bills every day! See who is eligible for rebates at dcseu.com/homes

DCSEU @DCSEU · Oct 23
 We're proud to celebrate #ENERGYSTARday & the ENERGY STAR certified products, your savings start & continue with lower energy bills every day! See who is eligible for rebates at dcseu.com/homes

SAVE TODAY. SAVE TOMORROW. SAVE FOR GOOD.

Look for the ENERGY STAR label and start your savings!

Pepeco @PepecoConnect
 We're proud to participate in #ENERGYSTARday today and help you save energy & money all year long! Purchase select @ENERGYSTAR products and get Pepeco rebates & instant discounts. bit.ly/PepcoENERGYSTAR

SAVE TODAY. SAVE TOMORROW. SAVE FOR GOOD.

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

L'Image Home @LimageHome · Oct 23, 2018
 What a great video talking about #energyefficiency for #ENERGYSTAR

ENERGY STAR @ENERGYSTAR · Oct 23, 2018
 What is ENERGY STAR Day? It's an annual celebration for you and YOU to celebrate the benefits of energy efficiency. Share your story and tell us why saving energy is important to you! Don't forget to use the hashtag #ENERGYSTARday.

L'Image Home @LimageHome · Oct 23, 2018
 We are all excited to be celebrating #EnergyStar Day. We can make a difference!

GE Lighting @GELighting
 We're so proud to have @ENERGYSTAR certified products, so you can save today and keep saving tomorrow, and the next day, and the next day by using less energy and lowering your energy bill. energystar.gov/SaveForGood #ENERGYSTARday

SAVE TODAY. SAVE TOMORROW. SAVE FOR GOOD.

Globe Electric @globeelectric_ · Oct 23, 2018
 We are excited to participate in #ENERGYSTARday, and would like to thank @ENERGYSTAR's Energy Efficiency program, and our retail partners who help us offer ENERGY STAR certified Globe products to consumers across US and Canada. energystar.gov/SaveForGood



ENERGY STAR. The simple choice for energy efficiency.



Samsung US Newsroom @SamsungNewsUS

#Samsung is proud to celebrate #ENERGYSTARday and help to save for good. With Samsung's 698 @ENERGYSTAR certified products, you can save with a great low price, lower energy bills and help to protect the planet from climate change.

SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.



Look for the ENERGY STAR®

Sears @Sears · Oct 23, 2018
We're proud to celebrate #ENERGYSTARday and help to save for good. With @ENERGYSTAR certified products, you can save with a great low price, and continue with love at energystar.gov/SaveForGood

SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.



Look for the ENERGY STAR® Label and Start Your Saving



LG Electronics @LGUS · Oct 23, 2018

This #ENERGYSTARday and every day, we work with @ENERGYSTAR to help you save for good—for all the good things you want in your life and for a healthier planet!

SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.



Look for



Best Buy for Good @BestBuyCSR · Oct 23, 2018

We helped our customers save \$45 million on their utility bills last year with @ENERGYSTAR products!

Learn more here: bestbuy.com/ENERGYSTAR

#ENERGYSTARday



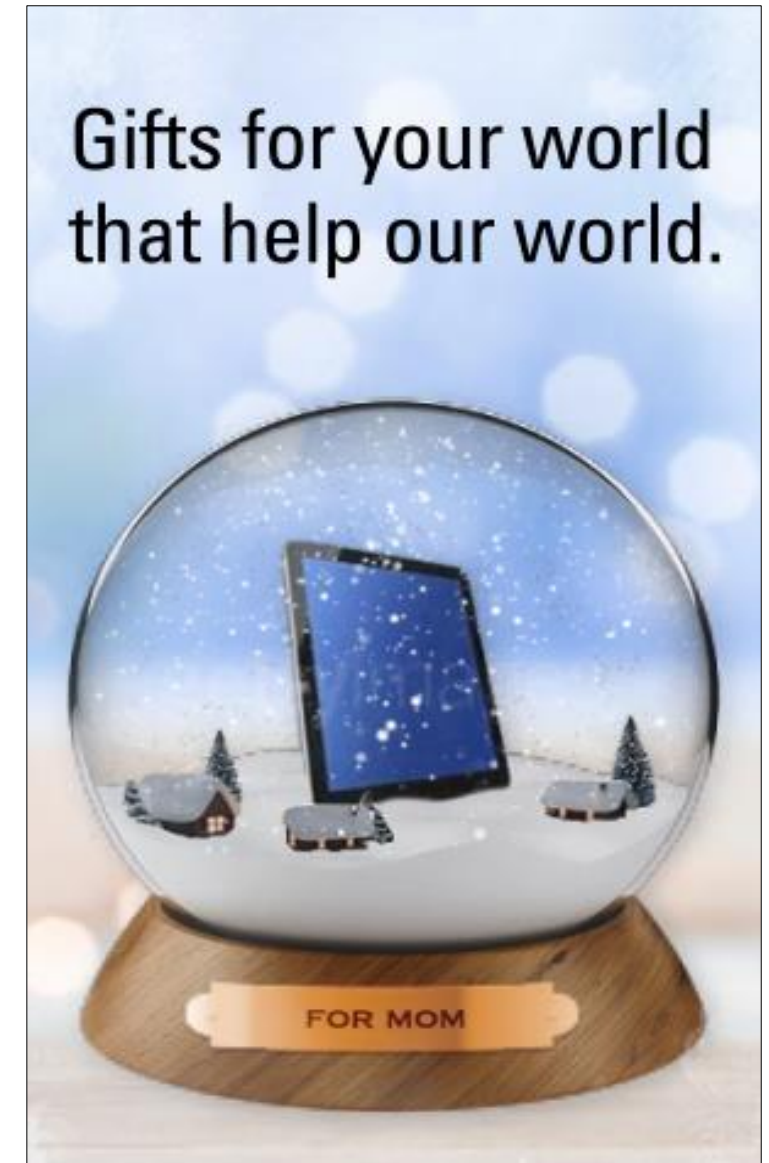
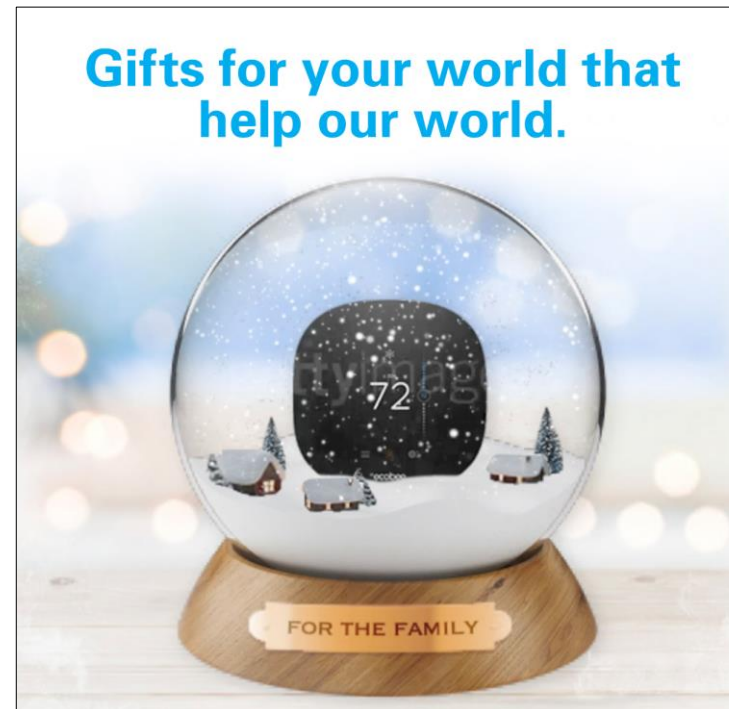
Lowe's Media @LoweMedia · Oct 23, 2018

Lowe's offers 21,000 @ENERGYSTAR products in stores and online. We've committed to saving customers more than \$40B in energy costs by 2025 through the sale of those products low.es/2EO9vQK #ENERGYSTARday



Q4 2019 Plans: Holiday (New Creative)

- Promote ENERGY STAR certified products during the holiday season as the perfect gifts for your loved-ones world and our world.
- Raise awareness about the benefits of ENERGY STAR certified products as holiday gifts.
- Leverage the holiday spirit by making the connection between great gifts that also help protect the environment.
- Drive clicks to the ENERGY STAR Holiday Gift Guide, energystar.gov/holiday.





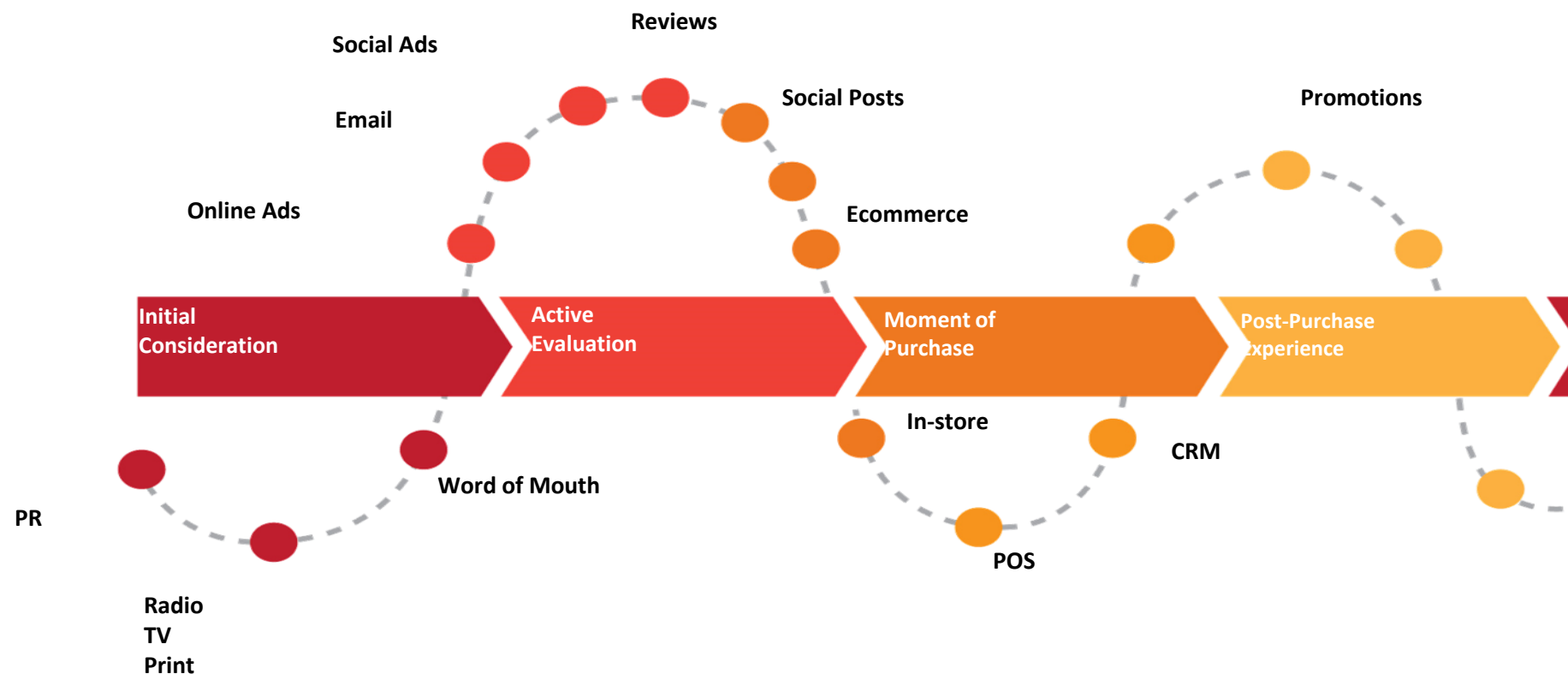
WHAT'S NEW FOR 2020

Enhancing Partner Value with the "ENERGY STAR Inside"



Creating Ingredient Brand Awareness, Interest and Desirability

- Surface early in the customer purchase journey.
 - Strategic media targeting to reach the right customer at the right time.
- Be fluent in all channels across the customer purchase journey.
 - Strategic media mix to hand hold them along the path to purchase.



ENERGY STAR. The simple choice for energy efficiency.

Creating Ingredient Brand Awareness, Interest and Desirability

- Promote discovery of Partner brands
 - Product promotions driving traffic to Product Finder featuring:
 - Participating partners
 - Partner rebates



Find and Compare [Change Product](#)

ENERGY STAR Certified Water Heaters

Water heaters that earn the ENERGY STAR come with gas, solar or electric heat pump technology. They heat your water just like standard models but with much less energy, saving you up to \$3500 over a unit's lifetime.

Find Out if a Heat Pump Water Heater is Right For You

[GET STARTED](#)

1 2 3 4 5 6

[BUYING GUIDANCE](#) [FEATURED UTILITIES](#) [FIND INSTALLERS \(144\)](#)

1071 Records Found

Filter Your Results

Fuel

- Electric (168)
- Natural Gas (654)
- Propane (535)
- Do not filter

Type

- Gas Storage (602)
- Gas Tankless (423)
- Heat Pump (168)
- Solar with Electric Backup (10)
- Solar with Gas Backup (7)
- Do not filter

Brand Name

- A. O. Smith (133)
- A.O. Smith (4)
- Advantane Plus (1)

FEATURED UTILITY PARTNERS

Please note that links in this section take you away from energystar.gov. [EXIT](#)

- energize CONNECTICUT** Empowering you to make smart energy choices
- conEdison**
- SMUD** Sacramento Municipal Utility District
- Central Hudson** A FORTIS COMPANY
- NHSaves**
- TAKE CHARGE West Virginia**
- TAKE CHARGE Virginia**
- ComEd** powering lives
- ENERGY SOLUTIONS** An Entergy Company

Rebates in your zip code: 21234 [CHANGE ZIP →](#)

Heat Pump Water Heaters \$500 Valid: 01/01/2018 - 12/31/2020

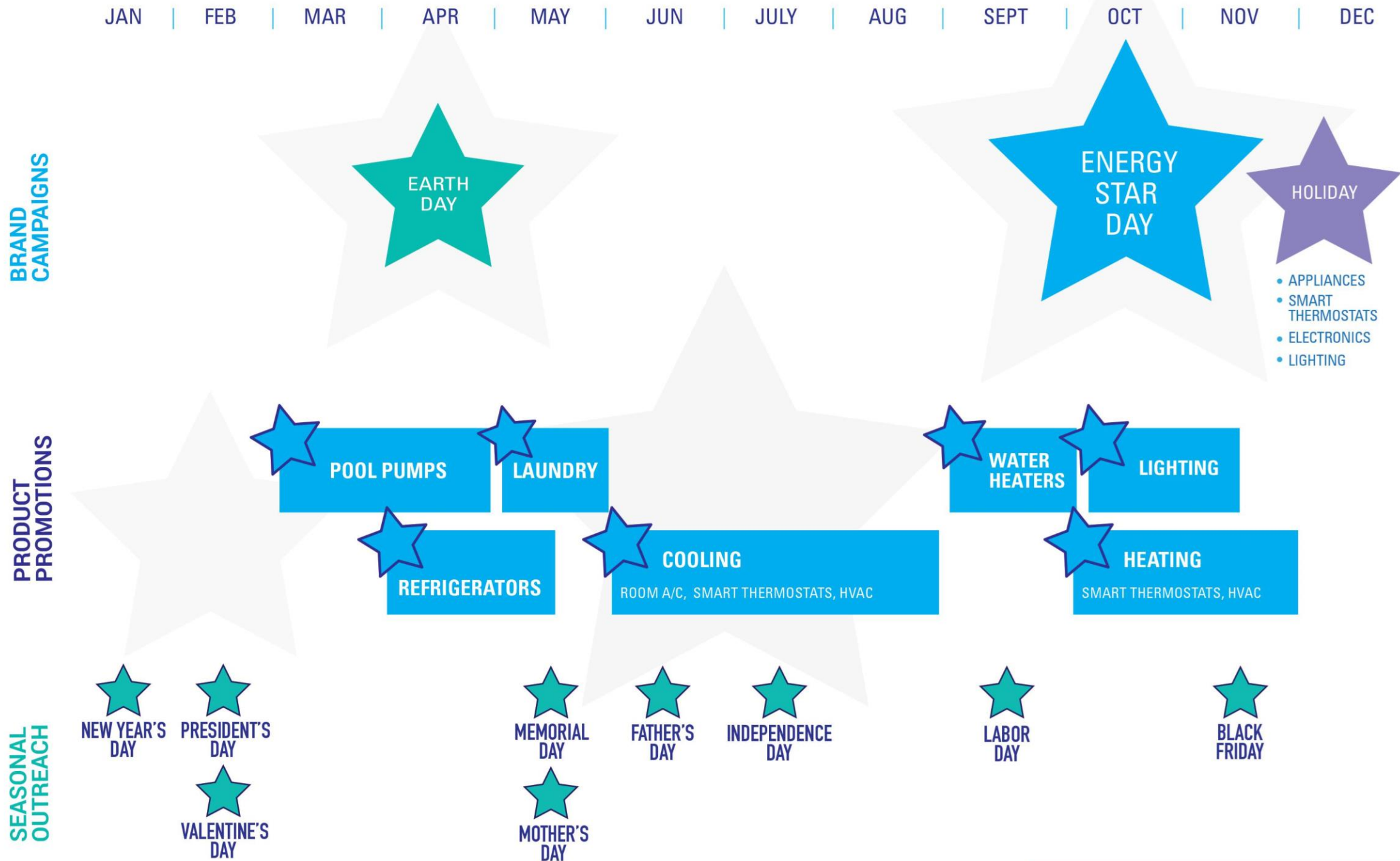
Mail-in Rebate [?](#)

Baltimore Gas and Electric Company (BGE) | 877-685-7377 [Visit website to learn more](#)

[SHOW ALL REBATES](#)

(144) heat pump water heater installers in your area.

2020 Outreach Plan: ENERGY STAR® PRODUCTS



- APPLIANCES
- SMART THERMOSTATS
- ELECTRONICS
- LIGHTING



 **Materials Available:**
energystar.gov/marketing_materials



How it All Works Together

- Create awareness, interest & desirability
- Educate customers to “Look for the ENERGY STAR”

- Create shopper relevance with seasonal themes
- Offer Partners value with broad, cross-category focus

- Educate shoppers about specific products
- Support Partners with promotional tools

- Support Partner discovery by driving traffic to energystar.gov where partners are featured

- Use the ENERGY STAR to benefit from EPA marketing push and differentiate products

ENERGY STAR BRAND MARKETING

SEASONAL CAMPAIGNS

PRODUCT PROMOTIONS

CAMPAIGN PAGES/PRODUCT FINDER

PARTNER ACTIVITIES



Creating Ingredient Brand Awareness, Interest and Desirability

- EPA ENERGY STAR
 - Increased market presence.
 - Bolder, aspirational positioning.
 - Consistent call-to-action: Look for the ENERGY STAR label to save energy.
 - Driving traffic to products and programs.
- Our Partners
 - Co-brand all ENERGY STAR certified product promotional materials with the ENERGY STAR logo.
 - Experience the benefits
 - Increased customer engagement
 - Increased conversion
 - Increased customer satisfaction



ENERGY STAR

Perfect for everywhere you live.

Choose ENERGY STAR® certified smart thermostats for a perfect climate inside and out.

SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.

ENERGY STAR

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



THANK YOU!

Jill Vohr

Vohr.Jill@epa.gov

ENERGY STAR EE Account Manager

eeaccountmanager@energystar.gov