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ENERGY STAR® Promotions 2020: Pool Pumps and Flip Your Fridge



Dear ENERGY STAR Partners,

The Environmental Protection Agency (EPA) is excited to kick-off our annual schedule of ENERGY STAR promotions, starting with pool pumps in March and Flip Your Fridge in April. Thank you for your participation last year! Together, we had a very successful 2019 resulting in more than 732 million impressions in print, online, and social media, 5 million video views, and more than 325,100 pageviews of our featured product pages.

Materials have been updated for 2020, and some new materials are now available at www.energystar.gov/marketing_materials. We have added a new “messaging & materials guidance” PowerPoint deck that provides an overview of the promotion and all the available materials—with direct links—to help you identify the best participation opportunities for your organization.

MORE THAN
732 MILLION
IMPRESSIONS in print,
social, and online
media in 2019

732000000



Promotional pages
had more than
325,100
pageviews

5.3
MILLION
VIDEO VIEWS



Highlights for the **2020 pool pump promotion** include expanded social imagery featuring people enjoying their beautiful, energy-saving pools and additional target markets representing those with the greatest concentration of residential pools. Like last year, we will conduct two pushes, one in March and one in April.



POOL PUMPS PROMOTION

Goal

- Awareness Building

Media Mix

- Facebook/Instagram Ads

Targets

- Markets with active programs
- Markets with greatest concentration of pools

Timing

- March - April: Southern markets

Highlights for the **2020 ENERGY STAR Flip Your Fridge promotion** include expanded social imagery, including Spanish translations, and a new *Flip Your Old, Ugly Fridge* contest, featuring prizing by a soon-to-be-announced manufacturer/retailer coordinated partnership scheduled for the Earth Day, April 22 through Memorial Day weekend timeframe.



FLIP YOUR FRIDGE PROMOTIONS	
<u>Goal</u>	<ul style="list-style-type: none"> - Encourage early replacement of old refrigerators - Get old refrigerators off the grid
<u>Media Mix</u>	<ul style="list-style-type: none"> - GDN display banners - Facebook/Instagram ads - Old/Ugliest Fridge contest - Driving to refrigerator product finder
<u>Targets</u>	<ul style="list-style-type: none"> - Markets with active programs - Markets with large number of old residential refrigerators - LMI/Spanish speaking
<u>Timing</u>	<ul style="list-style-type: none"> - Earth Day, April 22 - Memorial Day

[Get Materials](#)

For more details about EPA’s 2020 plans, you can check out our [Spring Promotions 2020 Kick-off Webinar](#). The webinar also included the latest on our plans for an ENERGY STAR ingredient branding strategy.

We are gearing up for another successful year of ENERGY STAR product promotions and we are looking forward to your participation. If you have questions, please contact your ENERGY STAR Regional Account Manager by emailing eeaccountmanager@energystar.gov.

The ENERGY STAR Communications Team

ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, people across America have looked to EPA’s ENERGY STAR program for guidance on saving energy, saving money, and protecting the environment. Behind each blue label is a product, building, or home that is independently certified to use less energy and cause fewer of the emissions that contribute to climate change. Visit www.energystar.gov today.