



ENERGY STAR 2017 Annual National Promotions

Quarter 1 and 2



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U.S. Environmental Protection Agency



National Promotions

Goals:

- Bring together regional energy-efficiency program efforts across the country into united, product-focused, co-branded campaigns
- Reward ENERGY STAR partners by promoting their programs among our key audiences to drive mutual customer engagement and loyalty

Strategy:

- Facilitate POS marketing with national retailers
- Facilitate and leverage promotional support from manufacturing partners
- Provide promotional tools with compelling look and feel
- Push out through media channels that drive impressions and traffic to promotional ENERGY STAR web page hub featuring partner programs

Annual Outreach Plan: ENERGY STAR® PRODUCTS



JANUARY

ENERGY STAR
MOST EFFICIENT

APRIL

MAY

JUNE

NATIONAL PROMOTION
FLIP YOUR FRIDGE

NATIONAL PROMOTION
LAUNDRY

NATIONAL PROMOTION
LIGHTING

NATIONAL PROMOTION
ROOM A/C

NATIONAL PROMOTION
POOL PUMPS

EARTH DAY

COOLING

STREAMING

- Materials Available:
- MARCH
- Water Heaters
 - Smart Thermostats

SEPTEMBER

OCTOBER

NOVEMBER

NATIONAL PROMOTION
WATER HEATERS

NATIONAL PROMOTION
SMART THERMOSTATS

NATIONAL PROMOTION
LIGHTING

HEATING

RULE YOUR ATTIC

ENERGY STAR DAY

BLACK FRIDAY

- Materials Available:
- NOVEMBER
- Room A/C
- DECEMBER
- Laundry

- Materials Available:
- OCTOBER
- Flip Your Fridge
 - Lighting
 - Pool Pumps



NEW! LED Lighting

- Tagline / Call-to-Action

- Light the Moment



LIGHT *the* **MOMENT**
WITH  **ENERGY STAR**[®]

- 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

- Elements

- Retail marketing
 - Retail/Manufacturer co-marketing
- National media
 - Paid and earned

- Timing

- Year-long with national consumer pushes Earth Day and October



LIGHT the MOMENT
WITH ENERGY STAR®

Media Calendar



QUARTER 1 - 2017

QUARTER 2 - 2017

QUARTER 3 - 2017

QUARTER 4 - 2017

MEDIA RAMP-UP

Social media campaign focused on seasonal moments for customer engagement (see below)*

APRIL - HARD CONSUMER LAUNCH

Broadcast PSA/Video (earned, YouTube boosting, digital advertising)**

Retail / Manufacturer Co-Marketing POP***

Influencer Partnership (e.g., IZEA)

OCT – 2ND MEDIA FLIGHT

National Media Partnership (e.g., HGTV)

Retail Event Activation****

* Social media assets available **January 2017**

** Video assets available **February 2017**

*** Building blocks for POP and other creative available **December 2016**

**** Retail event activation toolkit available **April 2017**

SEASONAL MOMENTS FOR SOCIAL MEDIA

JAN / FEB / MAR	APR / MAY / JUNE	JULY / AUG / SEPT	OCT / NOV / DEC
<ul style="list-style-type: none"> - Family gatherings/cozy evenings - Kids' sleepovers - Valentine's Day - Super Bowl parties - St. Patrick's Day - March Madness 	<ul style="list-style-type: none"> - Earth Day - Bringing home new baby - Kids indoor on rainy day - Getting ready for graduation - Prom date pick-up 	<ul style="list-style-type: none"> - Outdoor lighting - Parent putting bandage on a kid's knee - First day of school - College move-in day 	<ul style="list-style-type: none"> - Halloween - Daylight saving time - Thanksgiving dinner - Holiday party - New Year's Eve



Light the Moment

- Opportunities to Participate
 - Retail POP and Consumer Hand Out / Tearpad
 - Digital media
 - First set of “moments” available:
 - Holiday / New Years
 - Valentines
 - Winter themes
 - **NEW!** Light the Moment seasonal “moment” of the month widget



Light the Moment

- Opportunities to Participate
 - Digital media
 - Choose a Light tool
 - Light the Moment Video available: April
 - Retail events
 - Retail event toolkit available: April
- All participants featured on Light the Moment landing page with links back to partner pages as provided
- Participation notifications due anytime throughout campaign, but no later than 2 weeks prior to launch date (Friday, April 8)



Light the Moment

- Media Mix
 - Year-long Facebook campaign focused on seasonal moments to engage consumers (incent shares)
 - Broadcast PSA
 - Video
 - YouTube boosting
 - Digital advertising
 - Influencer partnership, e.g. IZEA
 - National media partnership, e.g. HGTV
 - Owned channels
 - Social media (Facebook, Twitter)
 - E-newsletter to more than 600,000
- All media will promote energystar.gov/LightTheMoment landing page to connect consumers to participants' programs



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
- Elements
 - Retail marketing
 - Media targeting new home buyers and empty nesters
 - Flip Your Fridge media partnership
- Timing
 - Earth Day through Memorial Day



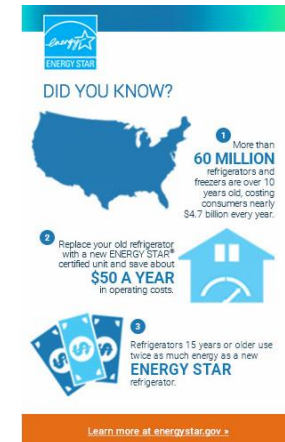
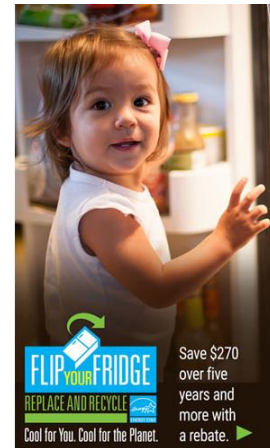
Flip Your Fridge

- Opportunities to Participate
 - Retail POP and Ruler
 - Coordinated with RPP



Flip Your Fridge

- Opportunities to Participate
 - Digital media
 - Online
 - Widgets
 - **NEW!** Flip Your Fridge Calculator
 - Social
 - **NEW!** National Flip Your Fridge promotion with regional plug-in opportunities
- All participants featured on Flip Your Fridge landing page with links back to partner
- Participant notifications due 2 weeks prior to launch date (Friday, April 8)





Flip Your Fridge

- Media Mix

- Paid online advertising to incent clicks to energystar.gov/flipyourfridge where participating utilities will be featured

- Google Display Networks
- Facebook



- Increase investment to achieve click goal of 100,000

- NAPS
- Bob Vila
- Owned channels

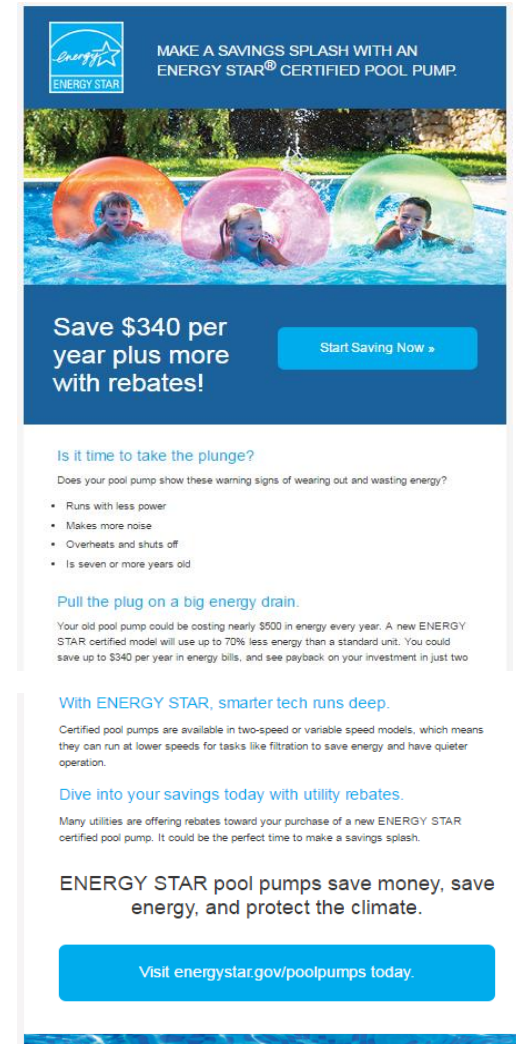


- Social
- E-newsletter to more than 600,000




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
- Elements
 - **NEW!** Retail POP
 - Geo-targeted media: pool owners and **NEW!** contractors
- Timing
 - Earth Day through Memorial Day



MAKE A SAVINGS SPLASH WITH AN ENERGY STAR® CERTIFIED POOL PUMP.



Save \$340 per year plus more with rebates!

[Start Saving Now >](#)

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

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 \$340 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.

Dive into your savings today with utility rebates.

Many utilities are offering rebates toward your purchase of a new ENERGY STAR certified pool pump. It could be the perfect time to make a savings splash.

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

[Visit energystar.gov/poolpumps today.](#)

Make a Savings Splash

- Opportunities to Participate
 - **NEW!** Retail POP
 - Direct mail / email coordination opportunities

MAKE A SAVINGS SPLASH WITH AN ENERGY STAR® CERTIFIED POOL PUMP.

Your message and logo here

MAKE A SAVINGS SPLASH WITH AN ENERGY STAR® CERTIFIED POOL PUMP.

Good for You. Good for the Planet.

Your message and logo here

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

ENERGY STAR POOL PUMPS SAVE MONEY, SAVE ENERGY, AND PROTECT THE CLIMATE.
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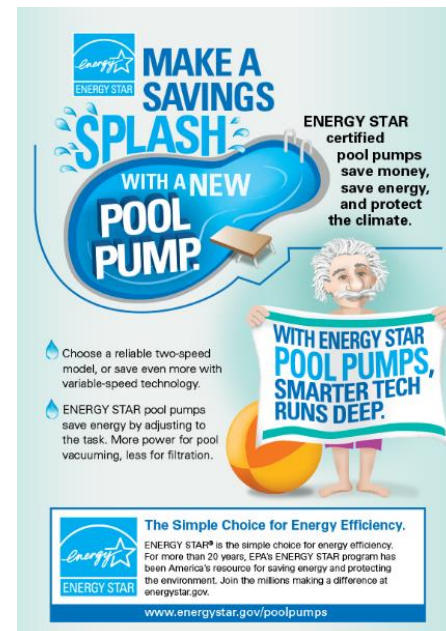
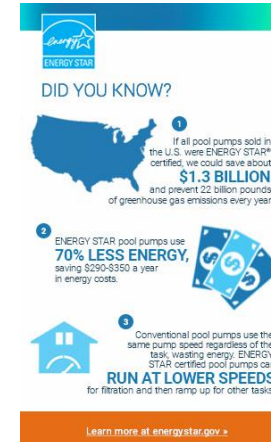
Is it time to take the plunge?
Does your pool pump show these warning signs of wearing out and wasting energy?
• Runs with less power • Makes more noise
• Overheats and shuts off • Is seven or more years old

Dive into your savings today with a rebate.



Make a Savings Splash

- Opportunities to Participate
 - Digital media
 - Online
 - Widgets
 - Social
 - Messaging, graphics, and video assets
 - **NEW!** Contractor outreach support
- All participants featured on pool pumps landing page with links back to partner
- Participant notifications due 2 weeks prior to launch date (Friday, April 8)



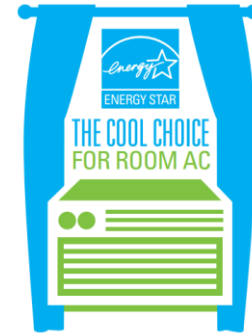
Make a Savings Splash

- Media Mix
 - Paid online advertising to incent clicks to energystar.gov/poolpumps
 - Google Display Networks
 - Boosted video on YouTube
 - Direct email campaign
 - Owned channels
 - Social
 - E-newsletter to more than 600,000

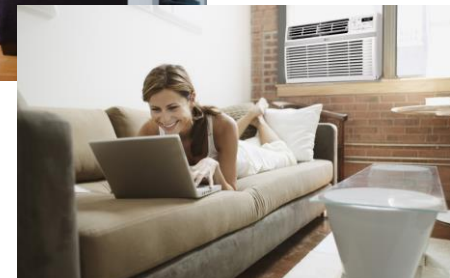




Room AC



- 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
- Elements
 - **NEW!** Retail POP
 - **NEW!** Paid media targeting hard-to-reach consumers (low to mid-income and Spanish-speaking)
 - NAPS
- Timing
 - Memorial Day through summer with proactive geo-targeted, customer segmented pushes during expected heat waves

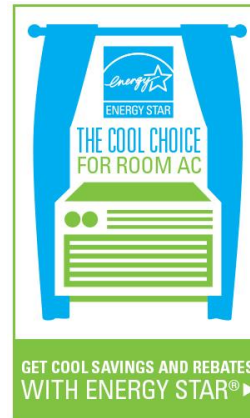




The Cool Choice for Room AC

- Opportunities to Participate

- **NEW!** Retail POP
 - Coordinated with RPP
- Digital media
 - Online
 - Widgets
- Social
 - Messaging, graphics, and video assets
 - **NEW!** Translating materials, including video assets, into Spanish



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)	Adjustment
100-150	5,000	If the room is heavily shaded, reduce capacity by 10%
150-250	6,000	
250-300	8,000	If the room is sunny, increase capacity by 10%
300-350	9,000	
350-400	10,000	
400-450	12,000	
450-500	14,000	
500-550	16,000	
550-600	18,000	
600-650	20,000	
650-700	22,000	
700-750	24,000	
750-800	26,000	
800-850	28,000	
850-900	30,000	
900-950	32,000	
950-1000	34,000	

- All participants featured on Room AC landing page with links back to partner
- Participant notifications due 2 weeks prior to launch date (Friday, May 12)

The Cool Choice for Room AC

- Media Mix
 - Paid online advertising to incent clicks to energystar.gov/RoomAC where participating utilities will be listed
 - Google Display Networks
 - Facebook
 - Targeting hard-to-reach consumers
 - Boosted video on YouTube
 - **NEW!** Local Spanish TV and radio advertising in participating markets
 - NAPS
 - Owned channels
 - Social
 - E-newsletter to more than 600,000





Other Tools

- Tip-of-the-week widget
 - In addition to featuring lighting moments in a web-based widget, gauging interest in a tip of the week widget that features a variety of content related to product promotions and more
 - One-time implementation means partner will get fresh content on a regular schedule, without having to do more work
 - Provides web visitors with “snackable” tip content and a place to get more information about the tip topic
 - Fresh content on partner’s web page(s) – helps search engines see the page as “fresh,” giving them a reason to crawl the page more frequently



Marketing Materials Page

ABOUT ENERGY STAR PARTNER RESOURCES

The simple choice for energy efficiency.

ENERGY EFFICIENT
products

ENERGY SAVINGS
at home

ENERGY EFFICIENT
new homes

ENERGY STRATEGIES FOR
buildings & plants

Home » Certified Products » Tools and Resources

Certified Products

Your source for energy efficient product information

All Certified Products
Appliances
Lighting
Office Equipment
Electronics
Product Specifications Search

Tools and Resources

Digital Media Kit: Room AC 2016

Participate in EPA ENERGY STAR's Room Air Conditioners promotion by leveraging your digital media assets: Web site, social media - Facebook, Twitter, e-blasts, blogs, etc.

Category/Product Type: Heating & Cooling, Room Air Conditioner
Promotion/Campaign: Room Air Conditioner Promotion
Resource Type: Digital Media Kit

[Learn More >](#)

Room Air Conditioner Widgets

Select from the variety of Web buttons/widgets that can be easily uploaded to your site to promote your ENERGY STAR partnership and that allow you to easily link back to ENERGY STAR's Room Air Conditioning web page.

Category/Product Type: Heating & Cooling, Room Air Conditioner
Promotion/Campaign: Room Air Conditioner Promotion
Resource Type: Widgets

[Learn More >](#)

Dimmable Graphic 1

Browse tools and resources by:

Audience

- Consumers (9)
- Kids (4)
- Retailer (8)
- Utility/EEPs (1)

Category/Product Type

- ▾ Appliances (29)
 - Clothes Dryers (3)
 - Clothes Washers (5)
 - Dishwashers (2)
 - Freezers (1)
 - Refrigerators (17)
- ▾ Building Products (3)
 - Seal and Insulate (2)



We want partnership to mean shared success!

- How do you or would you measure success in being part of ENERGY STAR Promotions?
- What types of program information do you track in relation to the marketing and outreach efforts you conduct?
- Would you be willing to share this information with EPA ENERGY STAR?

ENERGY STAR. The simple choice for energy efficiency.



Thank you!