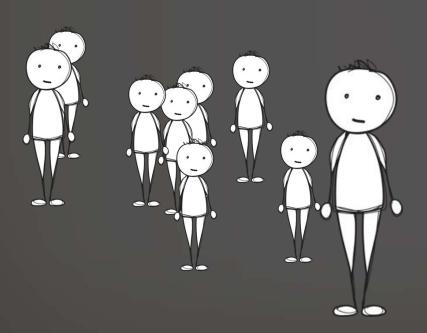


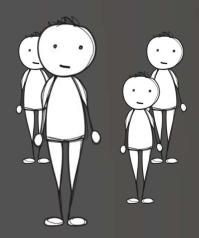
Sue Kochan, CEO, Brand Cool

Tuesday, December 9, 2014

To make energy matter, we have to make energy



human





Acknowledge me

Invite and inspire me

Engage me





ENERGY STAR® Lighting, Products & Appliances Home Performance

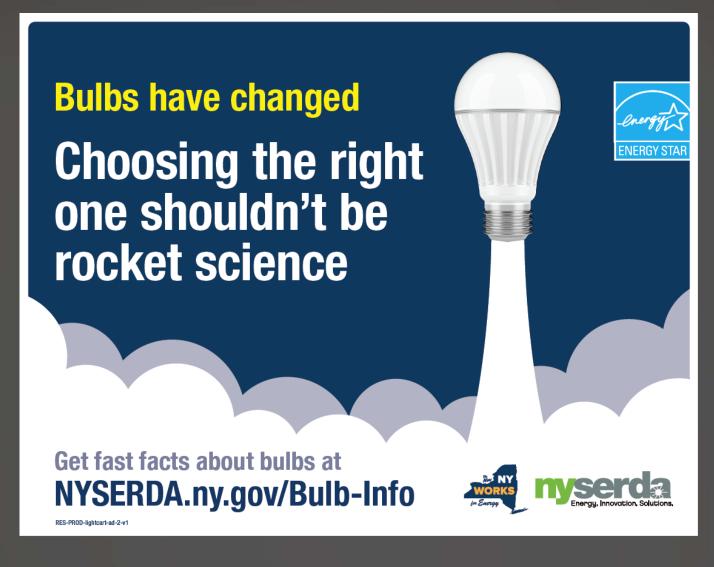






Why is buying the right bulb so difficult?





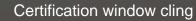
Shopping cart ad





LOOKING FOR THE RIGHT LIGHT BULB? **ASK OUR**

"Bulbologist" Button





14,000,000+ impressions

75%

of microsite traffic is from mobile users, 31,212 visits overall 602

retailers trained and armed with new materials

17%

Increase in stores with POP





YOU LOOK HOT.

I'll make you cooler and help lower your energy bills every month.

Compare my EnergyGuide label to other air conditioners to see how much I save you over my lifetime.

nyserda.ny.gov/AC

RES-PROD-appad-sign-2-v



LET'S MOVE IN TOGETHER.

You make the popcorn and I'll bring the energy savings every month.

Compare my EnergyGuide label to other TVs to see how much I save you over my lifetime. nyserda.ny.gov/TVs

RES-PROD-appad-sign-5-



I'M THE ONE.

I may seem cold, but I'll love you back with energy savings every month.

Compare my EnergyGuide label to other freezers to see how much I save you over my lifetime.

nyserda.ny.gov/freezers

RES-PROD-appad-sign-3-v1



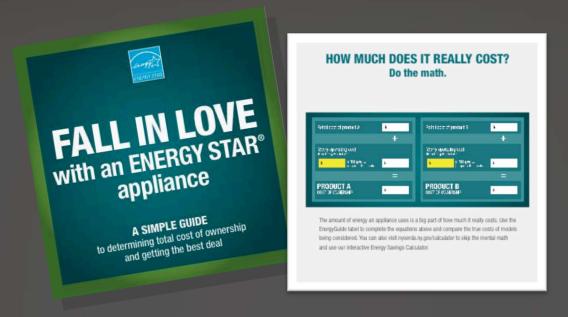
TAKE ME HOME.

I'll love you back with clean clothes and energy savings every month.

Compare my EnergyGuide label to other washers to see how much I save you over my lifetime. nyserda.ny.gov/washers

RES-PROD-appad-sign-1-





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differences.



nyserda

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FREEZERS

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Pocket guide



ENERGY STAR® APPLIANCES LOVE YOU BACK



Refrigerator

Freezer

Room Air Conditioner

Clothes Washer

Television

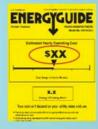
Savings Calculator

WHEN IT COMES TO ENERGY STAR APPLIANCES, THERE'S A LOT TO LOVE



Looking for the best price? ENERGY STAR appliances pay you back in energy savings every month.

Cost is a major factor when choosing which appliance to buy. But if you're just looking at the sticker price, you may end up paying far more than you think you are. The amount of energy an appliance uses is a huge part of how much it'll cost you in the long run. In some cases, a product's energy costs can even add up to more than the retail price you initially paid.



Use the EnergyGuide label to see how much you're really paying.

The yellow EnergyGuide label shows you how much a product will likely cost to operate each year, and is a great tool in determining a product's true cost. Be sure to compare the Estimated Yearly Operating Cost when deciding which model to buy.

FIND OUT HOW MUCH IT REALLY COSTS WITH OUR ENERGY SAVINGS CALCULATOR

Calculate Now



Over 20 million impressions

289 retailers trained

18,164

microsite visits

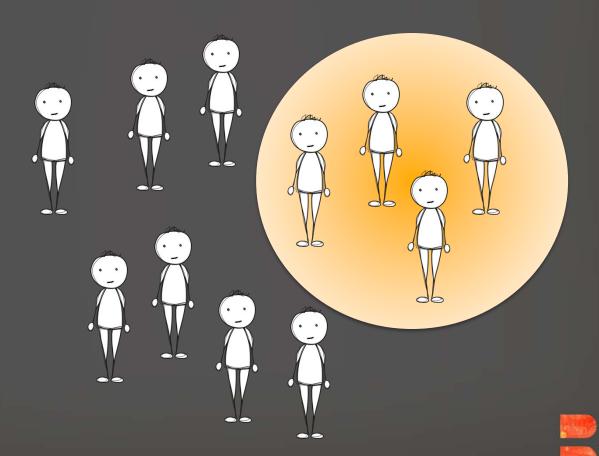
86%

new visitors to the microsite



What matters to

homeowners?



I am a Difference Maker doing my part to make the world better, starting in my home.

I am a Controller and lowering my energy costs is important to me. It makes me feel good to know I have the power to make choices that positively impact the world and reduce my bills.

I am a Creature of Comfort. Being cool on a warm day and warm on a cold winter's night is my reason for making my home more energy efficient.





Watch here: https://www.youtube.com/playlist?list=PLNs7tyvrkK1U-CvVVme0HTssoMj90aODg





Watch Recent Episodes



Episode 1: "Up, down. Hot, cold. Love takes energy" Meet Wendy and Werth, two New Yorkers with a home that's putting the chill on their relationship.

Like: 639 Views; 128,456 Share: [] [] 8



Episode 2: "Wait, it gets better"

A free comprehensive home assessment through Home Performance with ENERGY STAR*—worth every penny Russell and Wendy don't have to pay.



Episode 3: "Put the upgrades on our bill"

Selling Russell's Presidential Sock Collection looks like the only way to pay for the energy upgrades...or is there another way?

DON'T MISS THE NEXT EPISODE! Sign up for email alerts and see what happens next.

Expert help gets you going, and low-cost financing makes it affordable

A more comfortable, energy-efficient home is within reach. Start with a comprehensive home energy assessment (free for most New Yorknest), and then you and your qualified contractor can make a plan to cut your energy waste, and your energy bills. We'll even help you find the contractor.

You can also take advantage of low-interest loans + one convenient payment on your utility bill, where your energy savings pay for most of the work.

Get Started

Save energy. Save money.

Join our mailing list to stay informed about NYSERDA programs that make it

that make it easy for you to stop energy waste. As a thank you, we'll send a link to download Comfort at Home, our magazine filled with expert tips and information

tips and information that can help you save big on energy costs.

Send my free magazine











Home Energy Assessment

stars.nyserdagreenny.org



Schedule a comprehensive energy assessment. Free for most New Yorkers! Reduce energy bills

Reduce Your Energy Bills

stars.nyserdagreenny.org



Schedule a comprehensive home energy assessment. Free for most New Yorkers. Apply Today!



140,000+

visits to campaign microsite

6,546

Leads from marketing alone

251%

Increase in website KPIs

Find a Contractor, Apply Online & Application Downloads

3.7 million video views



Telly Awards

