



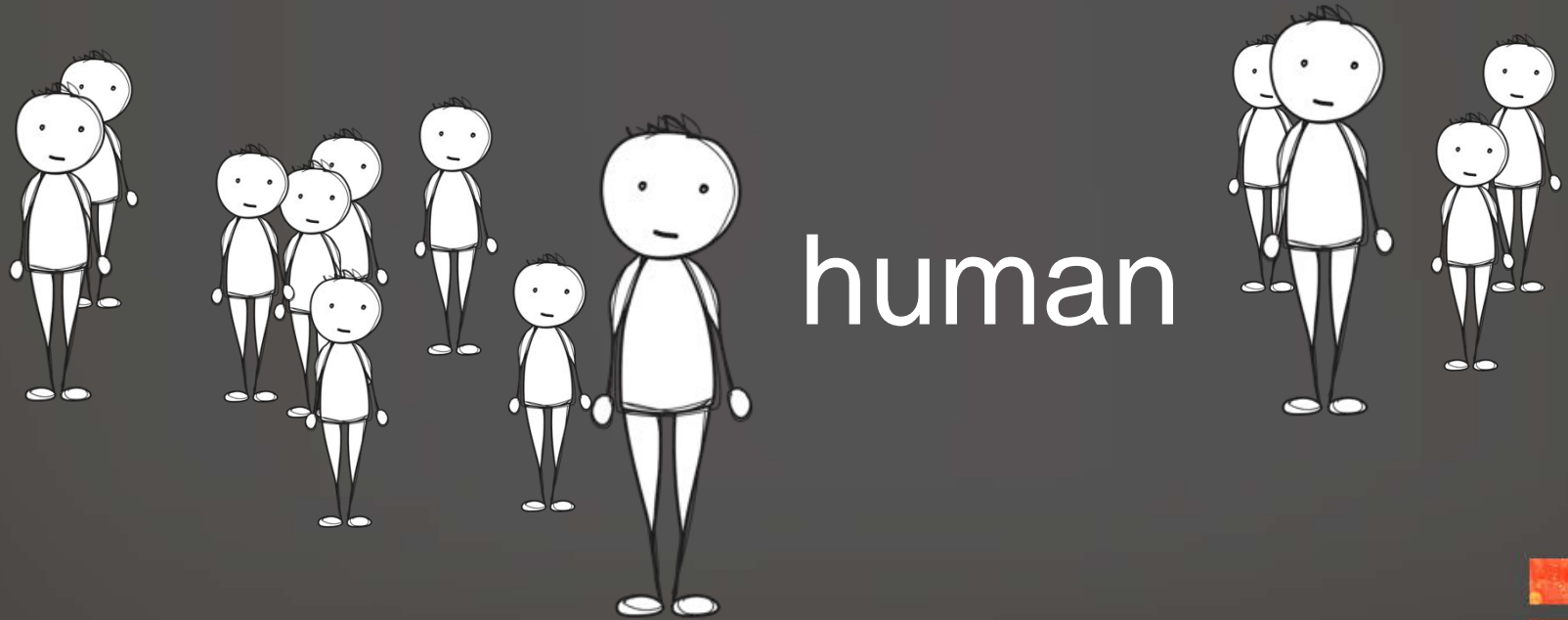
Beyond “barriers”— humor & humanity in EE marketing

Sue Kochan, CEO, Brand Cool

Tuesday, December 9, 2014

how the world comes to love you

To make energy matter,
we have to make energy



Acknowledge me

Invite and inspire me

Engage me



ENERGY STAR®
Lighting, Products & Appliances
Home Performance





Why is buying the right bulb
so difficult?



Bulbs have changed

**Choosing the right
one shouldn't be
rocket science**



Get fast facts about bulbs at
NYSERDA.ny.gov/Bulb-Info

RES-PROD-lightcart-ad-2-v1



nyserderda
Energy. Innovation. Solutions.

Shopping cart ad





“Bulbologist” Button



Certification window cling



14,000,000+
impressions

602

retailers trained and
armed with new
materials

75%

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

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.
nysersda.ny.gov/AC

RES-PROD-appad-sign-2-v1



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.
nysersda.ny.gov/freezers

RES-PROD-appad-sign-3-v1



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.
nysersda.ny.gov/TVs

RES-PROD-appad-sign-5-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.
nysersda.ny.gov/washers

RES-PROD-appad-sign-1-v1

Appliance stickers



ENERGY STAR® APPLIANCES LOVE YOU BACK

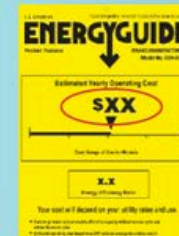
[Refrigerator](#)[Freezer](#)[Room Air
Conditioner](#)[Clothes Washer](#)[Television](#)[Savings Calculator](#)

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

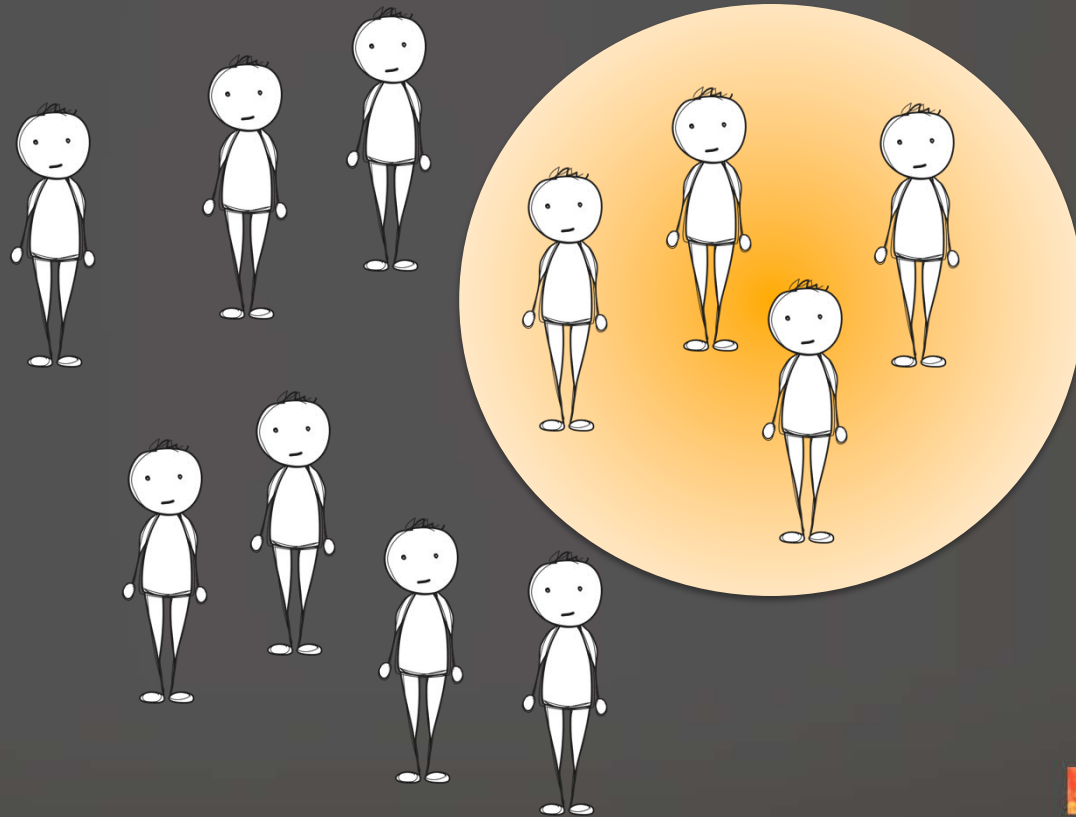
289
retailers trained

18,164
microsite visits

86%
new visitors to the
microsite



What matters to **homeowners?**

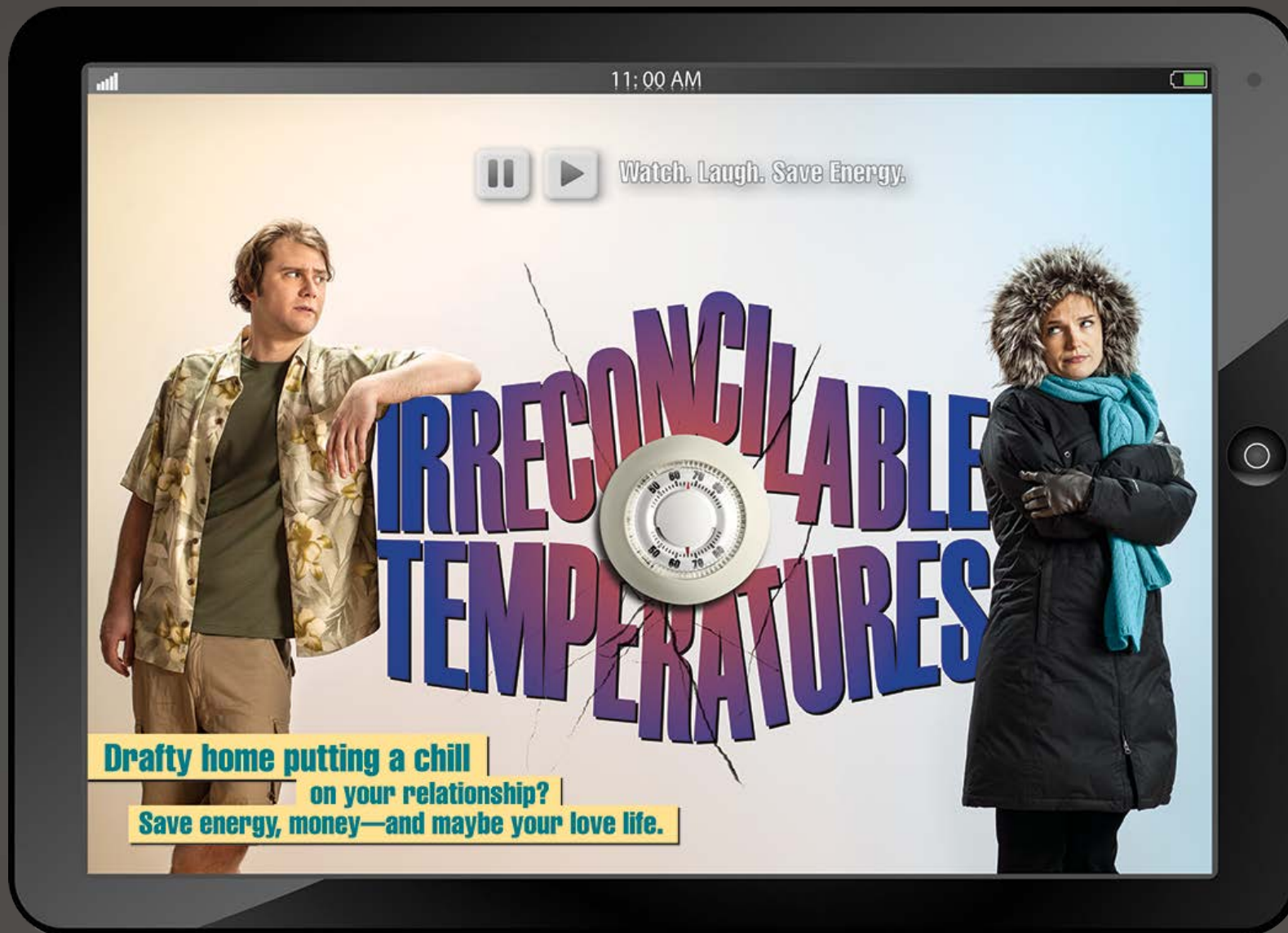


I am a **Difference Maker** doing my part to make the world better, starting in my home.

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>




New York State
State Agencies
Search all of NY.gov



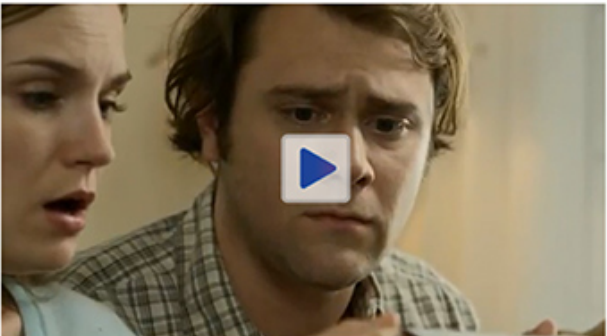
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Energy. Innovation. Solutions.

Save your love life!
Plus hundreds of
dollars—even more—on
energy every year.







Home
Domestic Bliss Blog
Real Homeowners
Get Started
Find a Contractor
Financing Options
All the Steps

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:   



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 Yorkers!), 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 NYSEDA programs 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 that can help you save big on energy costs.

Send my free magazine





**Russell hates
big energy bills.
Wendy hates
being cold.**

What's her solution?



To find out, watch the next episode of

**IRRECONCILABLE
TEMPERATURES**



myserda
Energy. Innovation. Solutions.

**How far will
Russell go to cut
his energy bill?**

Find out:

Watch the next episode of

**IRRECONCILABLE
TEMPERATURES**



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

