Beyond “barriers”—humor & humanity in EE marketing

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?
Bulbs have changed
Choosing the right one shouldn’t be rocket science

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

Shopping cart ad
LOOKING FOR THE RIGHT LIGHT BULB? ASK OUR BULBOLOGISTS
14,000,000+
impressions

75%
of microsite traffic is from mobile users, 31,212 visits overall

602
retailers trained and armed with new materials

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

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

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

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

Appliance stickers
© 2014 Brand Cool Marketing, Inc. All rights reserved.
Pocket guide
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

18,164 microsite visits

86\% new visitors to the microsite

289 retailers trained
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.
Drafty home putting a chill on your relationship?

Save energy, money—and maybe your love life.

Watch here: https://www.youtube.com/playlist?list=PLNs7tyvrkK1U-CvVVme0HTssoMj90aODg
Russell hates big energy bills. Wendy hates being cold. What’s her solution?
How far will Russell go to cut his energy bill?

Find out:

Watch the next episode of

IRRECONCILABLE TEMPERATURES

---

**Home Energy Assessment**

stars.nyserdagreenn.org

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

---

**Reduce Your Energy Bills**

stars.nyserdagreenn.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