

ENERGY STAR. The simple choice for energy efficiency.



Coordinating on National ENERGY STAR® Promotions to Improve Regional Success



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U.S. Environmental Protection Agency
October 20, 2016**



Developing National ENERGY STAR Product 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

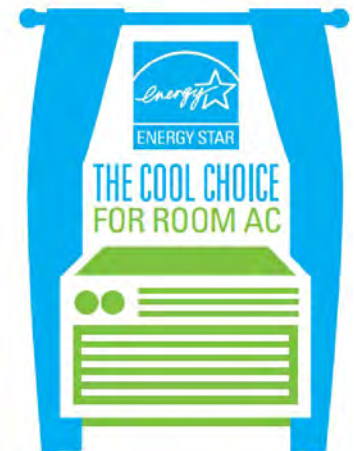
Strategy:

- 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



A Brief History

- 2015 – introduced three new product promotions
 - Refrigerators
 - Pool Pumps
 - Water Heaters
- 2016 – added room air conditioners and expanded promotional tools for existing efforts
 - Refrigerators
 - Pool Pumps
 - Water Heaters
 - Room Air Conditioners





Seizing the Early Replacement Opportunity

- Increased consumer motivation to reinvest in kitchen upgrades and renovations presents attractive opportunity to meet rebounding appliance sales demand for sleek, connected and efficient refrigerators.
- 19.5 million 15yr+ refrigerators still in use throughout the U.S.
 - Mix of primary (12.4M) and secondary (7.1M)
 - Northeast: 21%; Mid-West: 27%; South: 29%; West: 22%
 - 74% are in single family detached homes
 - 70% are in households of 1 or 2 people
 - » **Empty nesters** and **new homeowners**
 - 80% are in homes that are owned vs rented
 - 63% in households with income <\$60,000

ENERGY STAR combined with early replacement offers a compelling consumer savings message.



Introducing Flip Your Fridge

Created a nationally coordinated, targeted promotion to prompt early replacement and increase the sale of ENERGY STAR refrigerators, while encouraging proper recycling





Flip Your Fridge: Offering Compelling Resources

Partner Promotional Tools

- Key messaging
- Digital graphics for social and web
- In-store signage templates with major retail partners
- Flip Your Fridge Ruler





Retail Signage



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Flip Your Fridge: Building Excitement and National Momentum

Coordinated with LG and Best Buy to reach large consumer audience

- The Ellen DeGeneres Show
- The Rachael Ray Show





Flip Your Fridge: Raising Awareness with National Outreach

- Promotional web page on energystar.gov
- Ongoing social media
- Boosted Facebook posts
- Newsletters
- NAPS article

Impact:

2 million impressions through Facebook

ENERGY STAR ✓
Published by Lily Rau (?) · May 13 · 🌐

It's time to Flip Your Fridge! Recycle that old energy-wasting refrigerator and replace it with a new ENERGY STAR certified model. You'll save money and help protect the climate.

FLIP your FRIDGE
REPLACE AND RECYCLE

Cool for You. Cool for the Planet.


Now's the Time to Flip Your Fridge and Save!
Why not recycle that old energy wasting refrigerator and replace it with a new ENERGY STAR certified model? You'll save energy and help protect the climate – plus benefit from the many rebates available for purchases and recycling.



Impact: More than **51,000** pageviews to energystar.gov/flipyourfridge in 2016

Now's the Time to Flip Your Fridge and Save!

It's time to Flip Your Fridge! Why not recycle that old energy wasting refrigerator and replace it with a new ENERGY STAR certified model? You'll save energy and help protect the climate – plus benefit from the many rebates available for purchases and recycling. Cool for you and cool for the planet!



FIND REFRIGERATOR REBATES

I PLEDGE TO FLIP MY FRIDGE

MY ENERGY STAR
Your personalized tool for saving energy.

START SAVING NOW



Choose an ENERGY STAR Certified Refrigerator



Recycle your old refrigerator



Keep your refrigerator door closed

GET STARTED
SEE ALL THE WAYS TO SAVE >

FEATURED BRANDS AND RETAILERS

Please note that links in this section take you away from energystar.gov



PLEASE SEE REBATES FROM PARTICIPATING UTILITY PARTNERS >

AS SEEN ON RACHAEL RAY

6 Easy Ways To Go Green – And Save Money Doing It



DID YOU KNOW?

- Refrigerators 15 years or older use twice as much energy as a new ENERGY STAR refrigerator.
- You can save as much as \$260 over the next five years and reduce your carbon footprint by 8,200 pounds when replacing an old refrigerator with ENERGY STAR. Find more rebates with the ENERGY STAR Rebate Calculator.



Flip Your Fridge: Channel Marketing

Targeted outreach to new homebuyers and empty nesters

- AARP
- TheNest.com
- Email marketing
- Google Display Network

Impact: 5-day goal post on AARP in 2015 with 1.3 million impressions






Flip Your Fridge: Channel Marketing

Email campaign to new homeowners delivered open rate and click-through-rate above industry standards

Save \$260 in energy costs plus more with a rebate.



It's time to Flip Your Fridge!

Replacing an old refrigerator with a new ENERGY STAR certified model will save energy, save money, and help protect the climate. Save \$260 in energy costs over the next five years. Save even more with a utility rebate. Double the environmental benefit by properly recycling your old fridge.

Visit energystar.gov/flipyourfridge for info on offers near you.

Find rebates and special offers »



FLIP YOUR FRIDGE
REPLACE AND RECYCLE
ENERGY STAR

Cool for You. Cool for the Planet.



Flip Your Fridge with Wisconsin's Focus on Energy

Campaign Overview

- Offered \$40 incentive for appliance recycling
- Earned media in three major markets: Green Bay, Madison and Milwaukee
- Signage in The Home Depot
- Social Media



FLIP YOUR FRIDGE
REPLACE AND RECYCLE ENERGY STAR

Cool for You. Cool for the Planet.
energystar.gov/FlipYourFridge

Flip Your Fridge to ENERGY STAR and save up to \$150 in energy costs. Focus on Energy will pick up and recycle your old fridge or freezer and you'll get \$40.

**focusonenergy.com/appliance
855.398.5226**

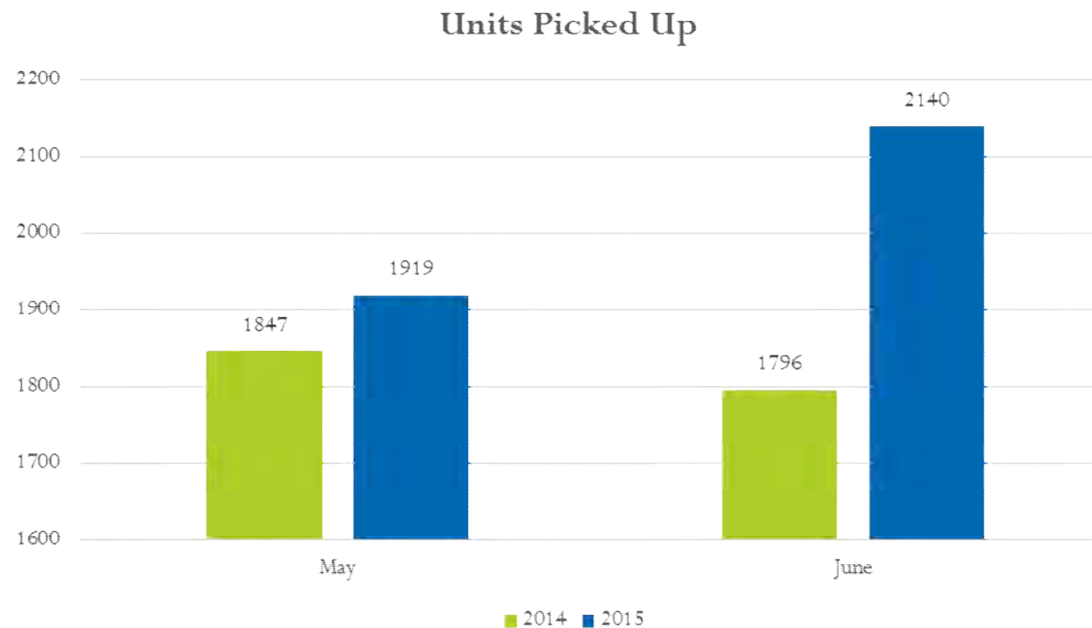
focus on energy
Partnering with Wisconsin utilities



Flip Your Fridge with Wisconsin's Focus on Energy

Results

- Increased call volume by 3x from week prior to campaign starting
- Scheduled orders and units picked up increased for May and June over 2014
- In asking customers how they heard about the program, the amount that answered 'retailer' increased over the previous year.



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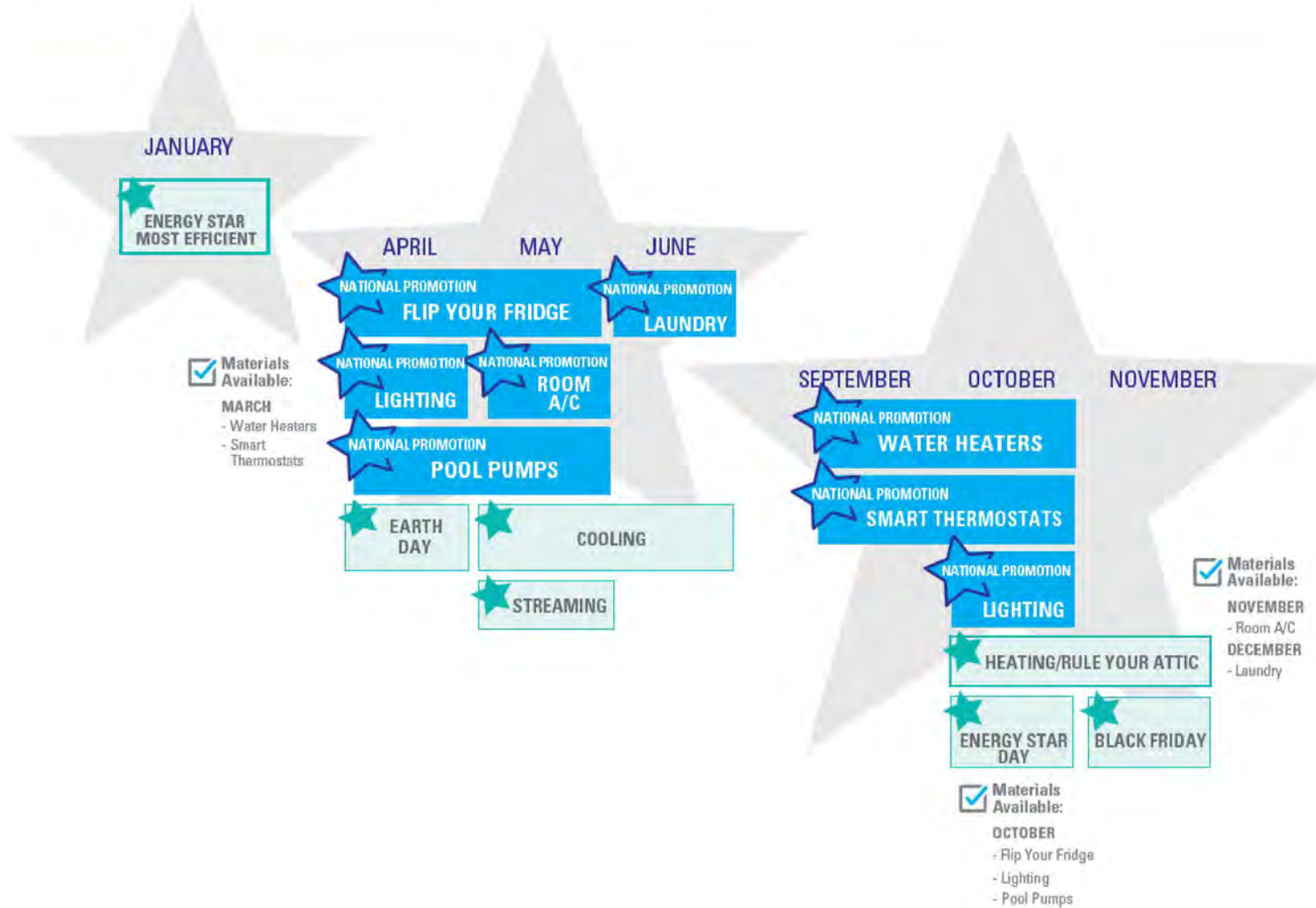
ENERGY STAR Annual Product Promotions

- In 2016, **more than 40** energy efficiency program partners have joined in ENERGY STAR product promotions!
- Together, we can continue to amplify the reach of your energy efficiency programs.





Annual Outreach Plan: ENERGY STAR® PRODUCTS





Questions? Interested in learning more? Let us know!

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