Coordinating on National ENERGY STAR® Promotions to Improve Regional Success

Rosemarie Stephens-Booker,
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

Partner Co-Branding
Retail Signage
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
Impact: More than 51,000 pageviews to energystar.gov/flipyourfridge in 2016
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.
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 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.

![Units Picked Up Chart]
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.
Questions? Interested in learning more? Let us know!

Rosemarie Stephens-Booker  
ENERGY STAR Program Manager, Appliances Marketing  
(202) 343-9529  
Stephens-booker.rosemarie@epa.gov

Jill Vohr  
Team Lead, ENERGY STAR Consumer Marketing  
(202) 343-9002  
Vohr.jill@epa.gov