
Excellence in ENERGY STAR Promotion Application

Eligibility: **Excellence in ENERGY STAR Promotion:** All ENERGY STAR partner retailers, manufacturers, Energy Efficiency Program Sponsors, or other organization, who planned and executed a successful promotion or consumer education campaign around an ENERGY STAR qualified product category, series of products, or ENERGY STAR at large.

Applying for Another Award? You may include your promotion or consumer awareness campaign within the application for that award rather than submitting two applications.

- + While it is unlikely that two awards will be issued to the same organization, the award committees will evaluate your application for both awards assuming you have clearly and fully addressed the award criteria for both.
- + Retailers, manufacturers and/or energy efficiency program sponsors who team up on a promotion/campaign are encouraged to apply as a group.

Description: This award recognizes specific, exemplary ENERGY STAR promotions or consumer awareness campaign activities (vs. ongoing efficiency programs) **that took place during calendar year 2008**. Promotions and educational campaigns may have leveraged the national “Change the World, Start with ENERGY STAR” campaign to promote specific ENERGY STAR product(s) or may focus on other energy-efficient products or practices (for example, monitor power management). Examples might include an advertising campaign, media event, community event, multi-tiered educational campaign, or combinations of these as they tie into one comprehensive promotional strategy.

Criteria: To be considered, promotions, consumer awareness or social marketing campaigns should clearly work in support of any or all of the following goals:

- Increase consumer understanding of ENERGY STAR – visual recognition of blue label, what it stands for, who’s behind it, individual and collective benefits of choosing ENERGY STAR
- Increase consumer participation in ENERGY STAR national campaign activity (i.e., increase visits to the ENERGY STAR Web site, pledge driver activities, drive attendance at educational events, etc.)
- Increase sales of ENERGY STAR qualified products in a sustainable manner (i.e., any price incentives are complemented with educational materials conveying product benefits and value, etc.)
- Effect sustained behavior change around energy efficiency – move consumers from ‘knowing’ to ‘doing’
- Increase presence of ENERGY STAR in media (TV, newspapers, consumer publications, Web content, trade publications, radio, etc.)

Narrative: Your narrative description should be no more than **five pages**, but may be accompanied by samples of your campaign, advertisements, media kit materials, or other collateral associated with the ENERGY STAR marketing or consumer awareness activity for which you’re applying.

Award Evaluation Criteria

Reviewers will look for the following, as appropriate to your activity:

1. Leveraging of the national ENERGY STAR “Change the World, Start with ENERGY STAR” campaign for ENERGY STAR product or “practices” messaging
2. Use of ‘ENERGY STAR blue’ label – used properly and to convey understanding of its purpose/meaning
3. Definition of ENERGY STAR as government-backed, associated with energy efficiency and environmental protection/preservation
4. Visual examples of how a nationally consistent ‘tone’ was used to convey ENERGY STAR (see ENERGY STAR Identity Guidelines for guidance on this)
5. Tactics that work to create repeat sales and, ultimately, influence market share (vs. solely marketing a discounted price on a qualified product or giving a product away without a tie-in to retail to help drive consumers to purchase the next one)
6. Evidence of retail sales staff training
7. Media activities that enhance relevant consumer understanding of ENERGY STAR

Candidates must include the following in their narrative, *as appropriate to your activity*:

- Brief description of your promotion/campaign: its title/name, goals and tactics (e.g., advertising, events, Web, direct mail, sales person training, in-store promotion) and medium (e.g., TV, radio, publication, in-store)
- Intended audience for the promotion/campaign (e.g., demographics, internal, external, international, or domestic)
- Dates and location of activity/ies
- Brief description of any partnering or cooperative aspects
- Imagery may be incorporated into the narrative or attached with supplemental materials
- Bulleted list of qualitative and/or quantitative results of your efforts. For example:
 - List of consumer education materials produced and number disseminated
 - Media impressions (e.g., circulation, hits, reach, and frequency) of the promotional activity by medium (e.g., print ads, brochures, Web, etc.) and in total
 - Sales numbers: Sales of ENERGY STAR qualified product during your promotion, rebate redemption numbers, shipping data, or percentage increase in sales over same time last year. NOTE: data submitted as confidential will *not* be shared beyond the internal awards evaluation team
 - Number of sales associates trained or increase in salesperson/contractor knowledge
 - Anecdotal or other customer/community feedback

Candidates are encouraged to substantiate their activities and results with additional documentation. A list of possible documentation is provided here, but is not intended to be exhaustive nor prescriptive:

- Example/s of use of ENERGY STAR national campaign marketing or media kit materials (whether used to build your own materials or used as-is)
- Examples of consumer education materials (should correspond to the bulleted list mentioned above)
- Copies of placed advertisement/s (on CD/DVD, if a radio or TV ad)
- Copies of magazine or newspaper articles
- Print out of relevant Web page/content
- Photos of in-store displays / other promotional or campaign activities
- Photos of media events and/or samples of press materials that place activity in context of national initiative
- Other documentation to support claims made in application