



Marketing Strategies: CFLs Linda Latham, D&R International

ENERGY STAR Lighting Partner Meeting Phoenix, AZ February 25 – 27, 2008

Topics for Today



Products Programs Promotions

Qualified CFL Products



Bulb Type	Total #	Since 1/07
Bare (Spiral/Tube)	1,811	616
Reflector	367	132
A-Line	183	54
Globe	153	41
Bullet/Candle	51	6
Other	24	14
Total # of Models	2,573	863

Product Characteristics



- Average Lifetime: 8,500 hours - 45% of models are 10,000 hours or more
- Average Color Temp: 2860K – 7% of models are 3500K or above
- # of 3-way bulbs: 75
- # of dimmable bulbs: 57

Program Trends



• Long-term Programs in NW, NE, CA, WI

- Upstream rebates & instant coupons
- Co-op marketing funds
- Field support, POP, store events
- Awareness & Sales

Evolving Strategies

- Smaller per-unit rebates
- Specialty bulbs
- Expanded outreach
- More sophisticated educational messages

Program Trends



- <u>Newer Players</u>:
 - Mid-Atlantic
 - Southeast
 - Southwest
 - Midwest
- Growing Budgets:
 - Incentives
 - Promotions



VA Sales Tax Holiday

Key Program Goals



- Energy Savings: Increase CFL sales
- Market Transformation:
 - 1. Expand product availability in Grocery/Drug and Discount stores
 - 2. Reach more consumers
 - 3. Help consumers put the right bulb in the right place

Retail Promotions













Retail Promotions



- CFLs are available at more retail stores than ever before
- Many retailers have expanded their SKUs, adding more specialty bulbs
- Prices continue to fall
- CFLs are regularly featured in circulars, ads, Web sites
- Expanded signage and displays





Walgreens Circular







Whole Foods





Whole Foods



- CVS Drug Store
- Walgreens
- Whole Foods
- Kroger



Rite-Aid

Mass Merchandisers



- More SKU's
- Lower prices
- New display
- Ads
- 18Seconds.org
- Oct 2007: sold 100
 Millionth CFL

WAL*MART[®] Save money. Live better. [®]



Mass Merchandisers





Non-Retail Promotions



- Radio and TV Ads
- Community-based outreach
- Contests
- Special Web sites

Local Campaign



- Incentives
- In-store POP
- Ads
- Bulb giveaway
- Video / PSA Featuring local Seattle celebrities

Discounted ENERGY STAR® CF bulbs sponsored by Seattle

Twist and Save!

Here's just a sample of what you'll find -

City Light are now available!

Twist and Save! at Bartell Drug... single 13-watt .99¢ single 23-watt \$1.59

Twist and Save! at Home Depot... 4-pack 14-watt ultra-mini \$3.97 2-pack 9-watt globe \$5.97

Twist and Save!

at Costco... 8-pack 13-watt \$3.89 4-pack 23-watt \$4.79 14-pack R30 reflector bulbs \$2.99 (Prices may very depending on stock)

Visit one of these stores to see their complete selection of Twist and Save! ENERGY STAR® CF bulbs!

Twist and Save! discounts sponsored by

Seattle City Light 206-684-3800

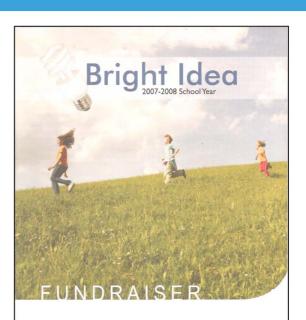
www.seattle.gov/light/conserve

Working with Schools

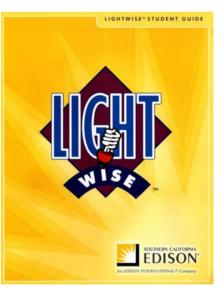




Posters 11" x 17" Dibributed to bring awareness to the program and provide educational messaging about energy mring CHLa.









Banners C×2 Produced for use at outriesch events and presentations.

Video Contest





In the Streets





www.NewBulbInTown.com



- Western-themed educational Web site
- <u>Jesse Watts Video</u> <u>Clip</u>



Right Bulb in the Right Place



- Product Selection
 - Lumens not watts
 - Appropriate fixtures
 - Bulb types
 - Color temperature
- How do you get all this across clearly?

Where to Use



LEARN MORE AT

energystar.gov



AVOID EARLY BURN OUT:

- Only bulbs marked "dimmable" or "three-way" will work on dimmers or three-way switches.
- Most photocells and timers are not designed to work with CFLs.

Color Temperature







Color Temperature



- Utilizes Kelvin scale
- Describes the "mood"
- Recommended rooms
- Yellow-White-Blue to reinforce color tones

COLOR CHOICES ENERGY STAR® QUALIFIED LIGHTING PRODUCTS

- Come in different colors to create the right moods, ambiance and atmosphere.
- Select the same bulb color and manufacturer for consistent light color in a room.
- Color temperature affects the appearance of home furnishings. The Kelvin Scale measures the temperature of color in light.

KELVIN	2700K - 3000K	3500K - 4100K	5000K - 6500K	
COLOR	'warm or soft white" a warm glow	"neutral or cool white" a radiant crisp glow	"sunlight or daylight" a vibrant glow	
ІМРАСТ	cozy, inviting, relaxing mood	clean, efficient, fast paced ambiance	alert, active, bright atmosphere	
USAGE	 living room family room bedroom restaurants lobbies 	- kitchen - bathroom - hobby room - basement - garage	 reading detail oriented activities hospitals 	
COMPARES TO	standard incandescent bulbs	halogen bulbs	average daylight	
Contraction of the Better With Energy Star	R	R	R	
For information about the PNM Home Lighting Program, visit PNM.com/cfl				
PRESS A personal commitment to New Mexico				