



Marketing Strategies: CFLs

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ENERGY STAR Lighting Partner Meeting

Phoenix, AZ

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Topics for Today



1. Products
2. Programs
3. 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



- Newer Players:
 - Mid-Atlantic
 - Southeast
 - Southwest
 - Midwest
- Growing Budgets:
 - Incentives
 - Promotions

A promotional poster for the Virginia Energy Star Sales Tax Holiday. The top section features the text "SAVE MONEY. SAVE ENERGY. PROTECT VIRGINIA'S NATURAL RESOURCES." and "Save BOTH state and local sales tax on ENERGY STAR® qualified products that cost \$2000 or less." Below this, it states "ENERGY STAR® SALES TAX HOLIDAY FROM OCT. 6 THROUGH MONDAY, OCT. 8, 2007". A list of eligible products includes: CEILING FANS, CLOSET DRESSERS, DISHWASHERS, REFRIGERATORS, FREEZERS, STOVE/OVEN COMBOS, and WASHING MACHINES. The central image shows a ceiling fan in a room with a window looking out onto a green landscape with a fence. A hand is holding a white Energy Star logo. At the bottom, there is a "LEARN MORE AT energystar.gov" link and logos for the Virginia Department of Mineral Resources and Energy, Lowe's, and Lakeside Appliance.

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

Grocery and Drug Stores



Think green—earth-friendly products!



Buy 1 at 5.99 Get 1 FREE
Energy Saving CFL Bulbs
40 to 100 watt equivalent. Feit,
Daylight or Ecobulb Plus.
SALE! 2/5.99

COMPRE 1 RECIBA 1 GRATIS Bombillas Feit CFL
que Ahorran Energía, Equivalentes a de 40 a
100 vatios. Daylight o Ecobulb Plus.

25% Off OUR EVERYDAY LOW PRICE
Our Entire Line of Seventh
Generation Cleaners
25 to 50 oz. Reg. 2.99 to 8.49
SALE! 2.24 to 6.36

25% de Descuento en Toda Nuestra Línea de
Limpiadores Seventh Generation, de 25 a 50
onz.

FREE
Plastic Jug
1.1 liter
(1.99 VALUE)
with Brita
purchase
below

GRATIS Jara de Plástico
(VALOR 1.99) con la compra
de productos Brita abajo

\$15 SALE!
Brita Water Filtration
• 3 pack Pitcher Replacement Filters
• Faucet Mount Refill
• Pitcher

Productos Brita para Filtrar Agua
• Filtros de Repuesto para Jarras, pqte. de 3
• Repuestos para Grifos • Jara

Walgreens Circular

Grocery and Drug Stores



Whole Foods

Grocery and Drug Stores



Whole Foods

Grocery and Drug Stores



- 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



“Wow. These are much better than my old bulbs!”

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

Twist and Save! 
CHANGE A LIGHT
CHANGE THE WORLD
ENERGY STAR

**Discounted ENERGY STAR®
CF bulbs sponsored by Seattle
City Light are now available!**

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

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 vary 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



LIGHTS for LEARNING FUNDRAISER

Name of school/organization _____
 Is raising money through the sale of ENERGY STAR® qualified Compact Fluorescent Lightbulbs (CFLs)

Why buy CFLs?

- They use up to 75% less energy!
- They last up to 10 times longer than an incandescent bulb!
- Local schools make a 50% profit!

For more information or to place an order please contact:

Teacher/Coordinator: _____
 School: _____
 Address: _____

Energy Trust of Oregon

Posters
 11" x 17"
 Distributed to bring awareness to the program and provide educational messaging about energy saving CFLs.

Bright Idea
 2007-2008 School Year

FUNDRAISER

Energy Trust of Oregon logo
 PLATTE RIVER POWER AUTHORITY logo

LIGHTWISE® STUDENT GUIDE

LIGHT WISE

SOUTHERN CALIFORNIA EDISON
 An EDISON INTERNATIONAL® Company

LIGHTS for LEARNING FUNDRAISER

YOU SAVE, SCHOOLS EARN!

Energy Trust of Oregon logo

Banners
 6" x 2"
 Produced for use at outreach events and presentations.

Video Contest





SOUTHERN CALIFORNIA
EDISON
An EDISON INTERNATIONAL® Company

[About CFLs](#) [How to Make a Video](#) [Rules & Guidelines](#) [Take The Pledge](#)



My CFL Video [share this video](#) 

★★★★☆

Browse Videos



Fight against Bulbs
★★★★☆



Buying CFLs
★★★★☆



CFL Light Show
★★★★☆



My Household
★★★★☆



On a Mission
★★★★☆



Next Generation
★★★★☆

Photo Gallery

Winner's List



Change a Light, Become a Star!
Submit a video of your own creation, for a chance to appear in an SCE Television Commercial!

[SUBMIT A VIDEO](#) ▶

How to make a video
Grab a digital video camcorder and start filming!
We want to see how you save energy in your house, by using CFLs and other power saving techniques.



[LEARN MORE](#) ▶

Rules & Guidelines
Follow these simple rules & guidelines to create a video that will be posted online, for the world to see!



[LEARN MORE](#) ▶

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In the Streets



- Western-themed educational Web site
- [Jesse Watts Video Clip](#)



The screenshot shows a website titled "CFL CORRAL" with the tagline "THERE'S A NEW BULB IN TOWN". The site is designed to look like a wooden signpost. On the left, there is a navigation menu with links: ABOUT CFLs, CFL BULBS, INTERACTIVE GUIDE, SAVINGS CALCULATOR, STORE & DISPOSAL FINDER, YOUR COMMUNITY, and MEET JESSE WATTS. Below the menu is a newsletter sign-up form with a text input for "email address" and checkboxes for "Residential" and "Business", followed by a "SUBMIT" button. The main content area features a large graphic stating "1 CFL = 10 Incandescent Bulbs" and a cartoon character named Jesse Watts, a light bulb wearing a cowboy hat. Text below the graphic asks "TIRED OF CHANGING BULBS?" and states "CFLs CAN LAST 6 TO 10 TIMES LONGER THAN INCANDESCENTS." with a link to "CLICK HERE TO LEARN ALL ABOUT CFLs". At the bottom, there are four smaller sections: "JESSE SAYS" with a quote, "SAVINGS CALCULATOR" with a graphic of a light bulb and "\$\$\$\$\$", "WHERE TO BUY" with a map icon, and "CFL EVENTS" with a map icon. The footer includes "Efficiency Vermont provides energy-saving advice and resources to households and businesses across our state. [Visit our website](#) to learn more." and navigation links: HOME | CONTACT US | SITEMAP | PRIVACY POLICY | EFFICIENCY VERMONT. The copyright notice is "© 2008 Efficiency Vermont" and there is an Energy Star logo with the text "CHANGE FOR THE BETTER WITH ENERGY STAR".

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



HOW TO CHOOSE THE RIGHT ENERGY STAR® QUALIFIED LIGHT BULB

		TABLE/FLOOR LAMPS	PENDANT FIXTURES	CEILING FIXTURES	CEILING FANS	WALL SCONCES	RECESSED CANS	TRACK LIGHTING	OUTDOOR COVERED	OUTDOOR EXPOSED
		✓		✓		✓			✓	
		✓	✓		✓				✓	
			✓		✓					
		✓		✓					✓	
						✓			✓	
							✓	✓		
										✓

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.



LEARN MORE AT
energystar.gov

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
IMPACT	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
			

For information about the PNM Home Lighting Program, visit PNM.com/cfl