### **Brand Promise & Key Principles**



- Products
  - Protect the environment
  - No tradeoffs
  - Cost effective
  - Available for purchase
- Brand
  - Voice of authority
  - Binary
  - Power of the individual

### **Outreach is Key**



- Consumer action is key to success
- Outreach is key to action
  - About energy efficiency
  - Ways to take action
- Results
  - Awareness greater than 70%
  - Strong understanding of brand
  - 1+ billion impressions per year via media outreach
  - 10 million web visits per year



## National Campaign: "Change the World, Start with ENERGY STAR"



- National platform
  - Launched Earth Day 2008
  - Built upon success of Change A Light
  - Expanded pledge
  - Testimonials feature
  - Seasonal product promotions
  - Multi-city tour









### National Campaign: ENERGY STAR PSAs



- Designed to work across ENERGY STAR program
- Profiles of people who act
- Call to action: Join them in the fight against global warming
- Formats
  - 30 second TV PSA
  - 2 minute video
  - 4 print PSAs
  - 2 C&I, 1 Residential, 1 Special









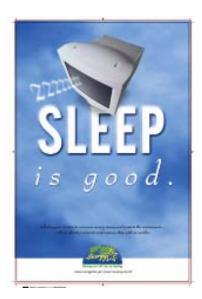




### Targeted Campaign: ENERGY STAR Low Carbon IT



- Computer and monitor power management campaign
- Launched April 2008
- Assists and recognizes organizations for reducing energy consumption
  - Self activation instructions
  - Software tools for PCs
  - Software tools for networked environments
  - Employee messaging
- Online interface and tools



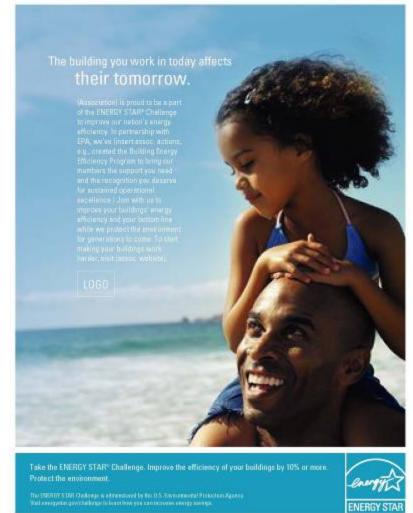




## Targeted Campaign: ENERGY STAR Challenge



- National call to action
- Speaks to building owners/operators
- Reduction goal of 10%
- Call to action:
  - Benchmark
  - Take action to improve
- Meeting this goal would
  - Save \$20 billion a year
  - Reduce GHG emissions the same amount as taking 30 million vehicles off the road





## **ENERGY STAR Offers...**Campaign Building Blocks



#### **Web Banners**



#### **Campaign Identifiers**



#### **Image Library**





















### **ENERGY STAR Offers...**Publications



#### **Residential Resources**



A Guide to Energy-Efficient Heating and Cooling



#### **C&I** Resources



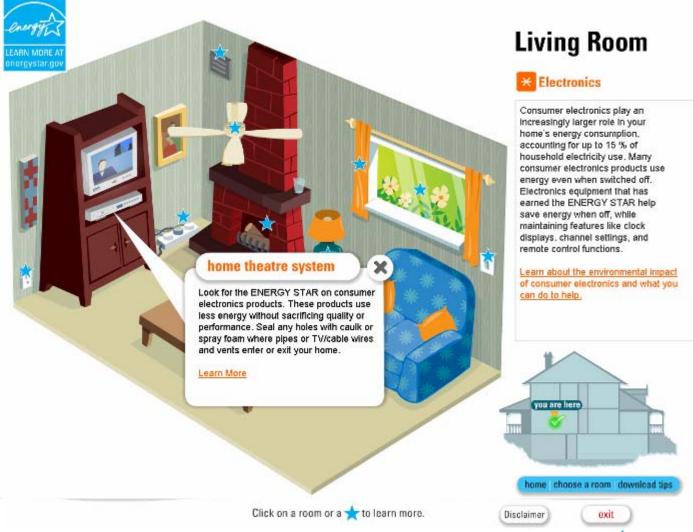
#### **Educational Resources**





# Online Education Tools: ENERGY STAR @ Home







www.energystar.gov/home

## Online Education Tools: ENERGY STAR @ Work



- New tool provides energy-saving tips for the workplace
- Average American worker spends almost 8 hours/day at work
- Offers unique opportunity for people to make significant impact in fight against global warming





### Online Education Tools: For Homeowners and renters



- To assess their home and take action
  - Home Energy Yardstick
  - Home Energy Advisor
  - Seal and Insulate DIY Guide
  - Home Performance with ENERGY STAR
  - And other tips

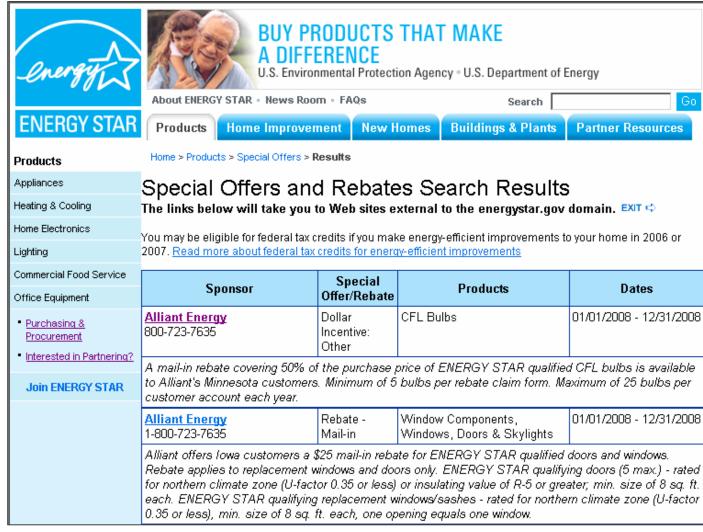






### Online Consumer Tools: Product Rebate Finder

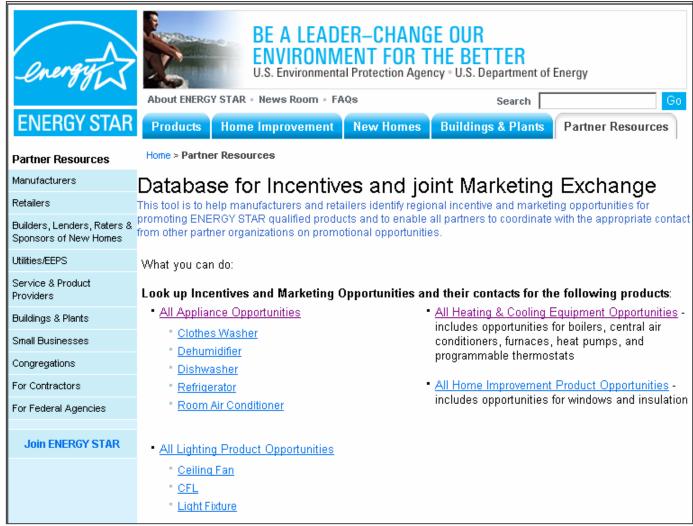






### **Online Partner Tools: DIME**







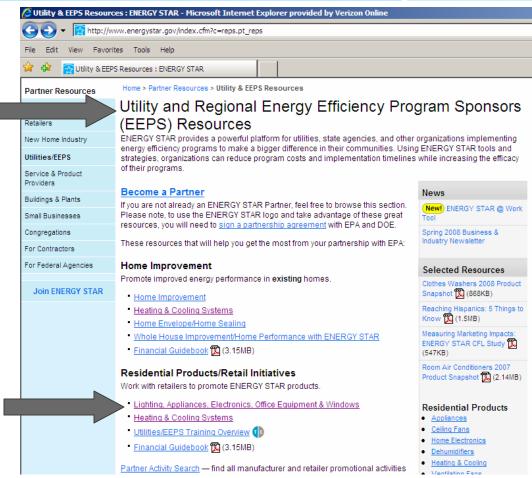
### **Online Partner Tools:** Partner Resources Section



- General Partner Resources
  - Logos
  - Publications
  - Awards
  - Web Linking Policy
  - National Campaigns
  - Training Resources: **ENERGY STAR Training** Center
- Partner Resources by Type

  - Program design guidance
    Product specification updates
    Product specs At-A-Glance
    ENERGY STAR sales data

  - reports
  - ...and more





## Useful Links: www.energystar.gov



www.energystar.gov/changetheworld

www.energystar.gov/nationalcampaigns

www.energystar.gov/training

www.energystar.gov/DIME

www.energystar.gov/homes

www.energystar.gov/homeperformance

www.energystar.gov/homeimprovement

www.energystar.gov/business

www.energystar.gov/industry

www.energystar.gov/productdevelopment





### **Thank You!**

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