EISA Messaging and Copy Library

Why?

U.S. law mandates standard labeling on all light bulbs, and phasing-out of low-efficiency bulbs, beginning with 100-watt incandescent bulbs this year.

As a result, BPA and their utility customers need messaging to help consumers smoothly transition to compliant bulbs, and understand the new labels that measure brightness in lumens rather than watts.

Problem Statement

With the new legislation, consumers will no longer be able to find the incandescent light bulbs they are accustomed to purchasing, and will need to choose from halogen, CFL or LED alternatives – which provide comparable light and are more energy-efficient. The BPA EE marketing team wants to drive consumers towards the more energy efficient light bulbs: the CFL and LED.

Problem Statement (cont.)

Some consumers have been dissatisfied with CFL and LED bulbs for numerous reasons: appearance, color and functionality. As a result, the BPA and utilities need to communicate the change in light bulb choices, as well as why the change is positive from both a user and energy efficiency perspective.

What?

What it is:

A message matrix that contains substantive points and content that should be conveyed in any marketing or informative communication.

What it isn't:

A source of finished headlines, taglines or body copy – Examples of how supporting messages can be incorporated into headlines and copy are provided as a starting point.

A writing or graphics style guide.

A comprehensive source of product specific messaging (detailed features and functionality).

Messaging Platform

Value Proposition

New national standards for energy-efficiency in light bulbs and new label requirements are taking effect. It's worthwhile to know how to choose the right energy-efficient bulb in order to get the right light for each situation and reduce energy waste. Your utility is here to help.

Messaging Platform

Value Proposition

New national standards for energy-efficiency in light bulbs and new label requirements are taking effect. It's worthwhile to know how to choose the right energy-efficient bulb in order to get the right light for each situation and reduce energy waste. Your utility is here to help.

Overall message

The Right Bulb. Your home lighting choices have changed. Choose the right energy-efficient bulb to reduce energy waste and get the right light for each situation. Your utility is here for you.

Messaging Platform

Value Proposition

New national standards for energy-efficiency in light bulbs and new label requirements are taking effect. It's worthwhile to know how to choose the right energy-efficient bulb in order to get the right light for each situation and reduce energy waste. Your utility is here to help.

Overall message

The Right Bulb. Your home lighting choices have changed. Choose the right energy-efficient bulb to reduce energy waste and get the right light for each situation. As always, your utility is here for you.

Key Message Pillars

1	2	3	4	5
New energy standards	**Reduce energy waste**	**Know your energy efficient choices**	**Right light for each situation**	**Your utility is here for you**

Message Pillar 1
New Energy Standards

Message Pillar 1

New energy standards

National standards for maximum energy-use by light bulbs are taking effect.

- Traditional incandescent bulbs of the 100, 75, 60 and 40 watt type will not meet the new energy use standards.
- Light bulb manufacturers will stop producing low efficiency incandescent light bulbs, and stores will stop replacing non-compliant low efficiency stock.
- Traditional 100-watt incandescent light bulbs will be phased-out this year. Traditional incandescent 75 watt bulbs will be phased-out in 2013, followed by 60 and 40 watt bulbs in 2014.
- Incandescents that are still available will have new brightness ratings called lumens.
- New labels on every bulb package will make it easy to compare the factors that affect lighting appearance and efficiency – including brightness, color, energy use, estimated operating cost and lifespan.

Message Pillar 1 – Copy Library

Retail

Here Is A Bright Idea

Buy new energy efficient bulbs that use approximately 70 to 80% less energy than incandescent bulbs.

Short
The Best And Brightest Win Again

Now that it is 2012, 100-watt incandescent light bulbs are no longer available, but plenty of excellent options are.

The Energy Independence and Security Act of 2007, now in effect, phases out inefficient lighting products. 100-watt incandescent bulbs are no longer manufactured, and 75- 60- and 40-watt incandescent bulbs are being phased out. Taking their place are new slightly more efficient halogen bulbs and high efficiency options like compact fluorescent (CFL) and light-emitting diode (LED) bulbs.

Medium
New Light Bulb Standards for An Energy Efficient Future

The Energy Independence and Security Act of 2007 calls for more efficient lighting options. Specifically the new federal law prohibits the manufacture inefficient incandescent bulbs. Therefore, 100-watt bulbs are no longer available at your local store, and 75- 60- and 40-watt versions of the old standard are next.

It's time to opt for better bulbs!

Did you know CFL and LED bulbs use approximately 70 to 80% less energy than incandescents? That's a big difference that will help drive down your household costs while conserving energy and helping America move toward energy independence.

Message Pillar 1 – Copy Library (contd.)

Long

On Light And Law: Your Guide To The New Light Bulb Standards

Thomas Edison was a genius inventor. Long have we basked in his incandescent light. But no more. Today, we have advanced technology that helps save you money on your energy bills, while simultaneously preventing waste of the region's precious natural resources and moving America toward energy independence.

With the changes ushered in by The Energy Independence and Security Act of 2007, shopping for light bulbs does require a bit of preparation. For one, new labels focus on brightness, as measured in lumens. Watts measure energy use, and light bulb packaging continues to indicate watts, but you want to buy the bulb based on lumens, not watts.

The thing to remember is compact fluorescent bulbs produce the same amount of brightness as traditional incandescent bulbs, while using significantly less energy. For instance, a 23-watt CFL provides the same brightness as the old 100-watt incandescent bulb.

< see chart on following page >

Bottom line, we're not buying light bulbs based on watts any longer. The new considerations are:

•Brightness (as measured in lumens)

•Energy cost

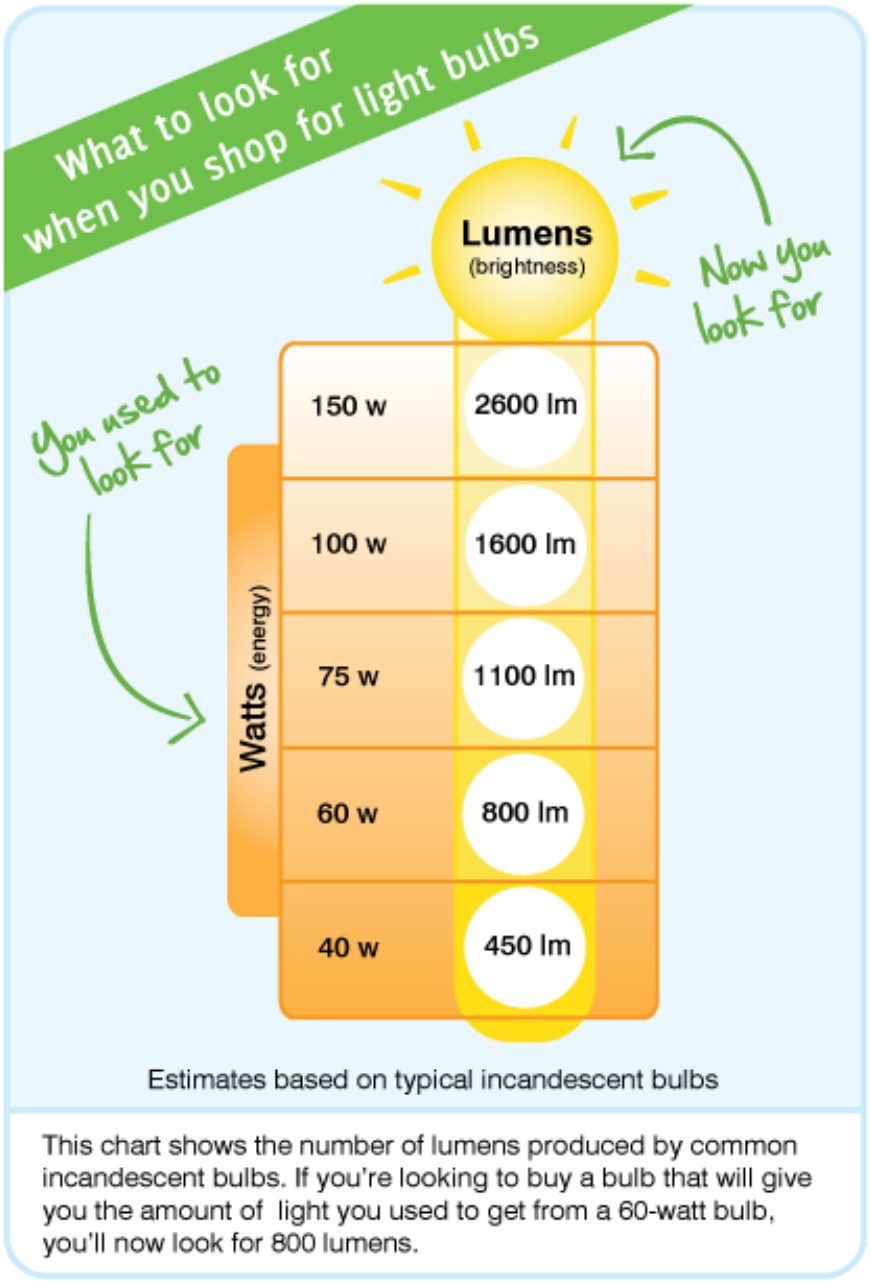
•The bulb's life expectancy

•Light appearance ("warm" or "cool" light)

•Wattage (the amount of energy the bulb uses)

•Whether the bulb contains mercury

•The average family spends $200 a year to light their home. This cost can be significantly reduced by using new energy efficient LEDs or CFLs. Up front, the new bulbs cost a bit more, but keep in mind that LEDs last 25 years, and CFLs last nine years, while incandescents and the new halogen alternatives last only one year.


What to look for when you shop for light bulbs
Lumens
(brightness)
Now you look for
You used to look for
Watts (energy)
150 w
2600 lm
100 w
1600 lm
75 w
1100 lm
60 w
800 lm
40 w
450 lm
Estimates based on typical incandescent bulbs
This chart shows the number of lumens produced by common incandescent bulbs. If you're looking to buy a bulb that will give you the amount of light you used to get from a 60-watt bulb, you'll now look for 800 lumens.

Message Pillar 2
Reduce Energy Waste

Message Pillar 2

Reduce energy waste

The new standards will help reduce energy waste at home to save a lot nationally.

- The new standards aim to cut air pollution from energy use.
- For example, replacing a single incandescent bulb with an energy-efficient one can prevent hundreds of pounds of gas emissions over its lifetime.
- Energy-efficient bulbs save money because they last longer and use less energy.
- Energy-efficient lighting is the next step to take to preserve natural resources and save money by cutting waste.
- The new standards are expected to help keep energy rates lower by reducing the need for new power plants.
- With new standards, everyone is part of the solution to preserving natural resources for the future.

Message Pillar 2 – Copy Library

Retail

No Room For Needless Waste

Replace your wasteful incandescent bulbs today with brighter, longer-lasting, more-efficient CFL and LED bulbs.

Short
Change Light Bulbs, Change The Future

Changing a light bulb is a simple household task, but when you swap out a wasteful old incandescent bulb for a new high-efficiency bulb, you're making a positive change for your household, the region and the nation.

Replacing even a single incandescent bulb with an energy-efficient one helps prevent the waste of our natural resources.

Medium
Waste Not, Want Not

Once upon a time in America, wise use of resources was the norm. Imagine a 19th century homesteader wasting even an ounce of kerosene or firewood or food? It didn't happen, and we have a modern nation to show for it.

Thankfully, there's no reason to waste energy today when you can simply replace your incandescent bulbs with high-efficiency CFLs and/or LEDs. It's a whole lot easier than walking or biking to work every day, or installing solar panels on the roof; yet, the energy savings are huge, because incandescent bulbs use 70 to 80% more energy than the new CFL and LED bulbs.

Message Pillar 2 – Copy Library (contd.)

Long

Wasteful Incandescent Light Bulbs Are A Thing of the Past

New light bulbs are more efficient and make the traditional 100-watt incandescent bulb obsolete.

Around 90% of the electricity used by traditional incandescent bulbs is wasted as heat instead of visible, usable light. More efficient bulbs produce the same amount of light but waste less energy in the form of heat. So, why wouldn't you want the better, brighter, longer-lasting, more-efficient light bulb?

Replacing a single incandescent bulb with an energy-efficient one reduces our need to produce more power. Now, multiply that by every household in your neighborhood, your city and state and you can begin to see the impact that seemingly small actions can deliver.

The new lighting standards set forth in The Energy Independence and Security Act of 2007 aims to cut air pollution, and the new standards are expected to help keep energy rates lower by reducing the need for new power plants. It's not everyday that you get to save money and save precious natural resources, but today is that day.

Message Pillar 3
Know Your Energy-Efficient Choices

Message Pillar 3

Know your energy-efficient choices

Know how to choose the right energy-efficient light bulb for your home.

- Traditional incandescent bulbs waste about 90% of their energy as heat. Halogen, CFL and LED light bulbs all use energy more efficiently and last longer.
- Halogen bulbs are modified incandescent bulbs that use 25% less energy than traditional bulbs.
  - -New 72 watt halogen lights are one replacement choice for 100 watt incandescent bulbs. They are available in the familiar bulb shape, are just as bright, and are moderately more efficient than traditional incandescent bulbs.
- Compact fluorescent lights (CFLs) use 75% less energy than incandescent bulbs and last up to ten times longer.
  - CFLs are available in an enormous range of sizes, colors and shapes – they are better technically, and cost much less than they did five years ago.
  - Expect a CFL to start dim and brighten as it warms up.
- Light-Emitting Diode (LED) lights use about 80% less energy than an incandescent bulb and last 15 times longer.
  - LEDs are especially good for hard-to-reach locations and utility lighting because they last up to 25 years.
  - LEDs are a good choice for directional lighting, such as can lights in the ceiling, and for dimming and 3-way switch lights.

Message Pillar 3 – Copy Library

Retail
These New Bulbs Are A Turn On

New highly efficient CFL and LED bulbs are now available in an enormous range of sizes, colors and shapes.

Short
Better, Brighter Bulbs Light The Way

In a nationwide effort to conserve energy, traditional incandescent bulbs are being phased out to make room for new energy efficient options.

By opting for a mix of compact fluorescent (CFL) and light-emitting diode (LED) bulbs, you can light any room to your satisfaction, while using far fewer resources to do so.

Medium
Know Your CFLs from Your LEDs

Products that waste energy unnecessarily, as incandescent bulbs do, have had their day.

90% of the energy used by an incandescent bulb is released as heat, not light, and that simply doesn't make sense in our day and age. Thankfully, there are excellent alternatives to the way it's always been done--new, energy efficient bulbs that provide equally appealing light, while saving as much as 80% of the energy previously needed to light a room.

CFLs and LEDs cost more to buy, but they last for many years. And more efficient bulbs save enough energy to offset their higher purchase price within the first year of use.

Message Pillar 3 – Copy Library (contd.)

Long

For Light Bulb Technology, The Future Is Now

When 90% of the energy used by an incandescent bulb is wasted you've got a problem in need of a solution.

Thankfully, Thomas Edison's big invention has been updated for our present day needs. Now, with slightly more efficient Halogen bulbs and highly efficient LED and CFL bulbs, you can light your home in style, while doing so in a socially responsible manner.

The difference between incandescent bulbs and new CFL and LED bulbs is immense.

•Traditional incandescent bulbs waste about 90% of their energy as heat.

•Halogen bulbs use 25% less energy and last twice as long as incandescent bulbs.

•Compact fluorescent lights (CFLs) use 75% less energy than incandescent bulbs and last up to ten times longer.

•Light-Emitting Diode (LED) lights use about 80% less energy than incandescent bulbs and last 15 times longer.

While Halogen bulbs are clearly a positive development and a big advance, they are far less efficient than CFLs and LEDs. To maximize your savings, replace your incandescent bulbs with CFLs and LEDs.

CFLs are now available in an enormous range of sizes, colors and shapes, and cost much less than they did five years ago. CFLs typically pay for themselves in nine months, and then start saving you money each month for years to come. An ENERGY STAR-qualified CFL uses about one-fourth the energy and lasts ten times longer than a comparable incandescent bulb that puts out the same amount of light.

ENERGY STAR-qualified LEDs use only 20% – 25% of the energy and last up to 25 times longer than the traditional incandescent bulbs they replace. LEDs are especially good for hard-to-reach locations and utility lighting and are a good choice for directional lighting, such as can lights in the ceiling, and for dimming and 3-way switch lights.

Message Pillar 4
Right Light For Each Situation

Message Pillar 4

Right light for each situation

Know how the new labels help you to get the right light for each situation.

- Energy-efficient options are available to replace any incandescent bulb, for each fixture and each use in your home or business.
- Use the new labels to compare CFL or LED alternatives in place of incandescent bulbs.
- Choose brightness by lumens, a measure of light output – instead of watts, a measure of energy use.
  - Choose 1600-1700 lumens for the same brightness as a 100-watt incandescent.
  - Check the package for other equivalents. For example, a 40 watt incandescent puts out about 450 lumens; a 60 watt puts out about 800 lumens; and a 75 watt puts out about 1,100 lumens.
- Light appearance includes warm white, white and cool colors.
  - Choose warm white bulbs for color similar to an incandescent.
  - Choose white or cool colors for daytime tones, which are good for reading lamps or brightly-lit places like kitchens.
- Look at estimated yearly energy cost and lifespan, as well as bulb price, to understand your total cost of lighting.
- Mercury is listed on the label of CFLs that contain it. Though CFLs contain only a trace of mercury (one one-hundredth of the amount in a mercury thermometer), safe handling is recommended for broken bulbs. Your utility can provide information on recycling options and clean-up instructions.

Message Pillar 4 – Copy Library

Retail
Pleasing To The Eye, Easy On The Wallet

New energy efficient bulbs are available today in a range of pleasing light colors, including warm (white to yellow) tones.

Short
The Right Light for Every Room and Every Taste

With energy efficient bulbs in place you save energy *and* money. Even so, you may be wondering about the quality of the light?

When compact fluorescent lamps (CFLs) first arrived on shelf, they tended to emit a cool blue light, but now CFLs can cast the same soft white light you know and love.

Medium
New Energy Efficient Bulbs Are Built To Last, And Impress

When choosing a new energy efficient light bulb, you want to consider where it will be used, the amount of light you need, and the color you want cast.

CFL bulbs are available in a range of light colors, including warm (white to yellow) tones that were not as available when first introduced. Some are encased in a cover to further diffuse the light and provide a similar shape to the bulbs you are replacing.

LED bulbs also cast a warm glow that interior designers and homeowners are fond of, and are perfect for recessed fixtures, small track lights and dimmable applications.

Message Pillar 4 – Copy Library (contd.)

Long

When It Comes To Energy Efficient Light Bulbs, You've Got Options

Lumens, not watts. That's the word of the day.

Wasteful incandescent bulbs, which are labeled and often purchased according to watts (or energy used), are now being phased out through 2014 in a nationwide effort to conserve the natural resources that fuel our power plants, and light our homes and businesses.

Best of all these super efficient bulbs are available in a range of light colors, including warm (white to yellow) tones that were not available when first introduced. If you are looking for a dimmable bulb, be sure to check the package to make sure you purchase a bulb with that feature.

Please note that the new fluorescent bulbs contain a tiny amount of mercury (much less than before), and they should always be recycled at the end of their lifespan. Many retailers recycle CFLs for free. Contact us to help determine the nearest recycling station to you. If you break a CFL, handle the shards of glass with kitchen gloves and dispose of properly in a sealed bag.

Another terrific option to consider (and mix in with CFLs) is the light emitting diode. LED is one of today's most energy-efficient and rapidly developing technologies.

LED bulbs cast a warm glow that interior designers and homeowners are fond of, and are perfect for recessed fixtures, small track lights and dimmable applications.

Message Pillar 5
Your Utility Is Here For You

Message Pillar 5

Your utility is here for you

Learn more about how to choose the right energy-efficient bulb for your home or business.

- Visit www.utility to see how [OUR PROMOTION] can help you save even more.
- Learn how *your utility* can help you select and install efficient lighting.
- See how *your utility* can help you choose the right lighting for each situation.
- Find out how *your utility's* programs are changing with the U.S. Energy Independence and Security Act.
- Check with *your utility* on how to dispose of bulbs properly. If your CFL bulb contains mercury vapor, clean up or recycle it according to *your utility's* guidelines. Safe disposal is available at many Lowes, Home Depot, Ikea, and hardware stores where light bulbs are sold.

Message Pillar 5 – Copy Library

Retail

Utility Approved, Homeowner Preferred

New energy efficient bulbs are the right choice for your home, your energy bill and the region.

Short

Your Utility Is Lighting The Way

Using energy efficient light bulbs in your home isn't something only environmentalists or penny-pinchers do. We all do it! And why wouldn't we, when we can save money and energy at the flick of a switch?

Contact us today to find out more about the new federal standards, and learn how CFLs and LEDs will pay off for you.

Medium
How Many People Does It Take To Screw In A CFL?*

The new federal light bulb standards are no joke. Energy efficiency is a national priority today.

Thankfully, the move to energy efficient light bulbs is easy. All you need to do is figure out which kind of new energy efficient bulbs are right for your home.

Count on us to help you learn about these new products, how to buy them and what you can expect from them as far as performance and savings. Visit http://bestlocalutility.com for more information.

*It takes *all of us* to make a real difference

Message Pillar 5 – Copy Library (contd.)

Long

Do You Have Questions About Energy Efficient Light Bulbs? We're Here To Help

Some of our customers have been wondering what the big deal is with the new light bulbs they're finding on shelf at their local hardware or home goods store. We're happy to explain.

The government has been working with manufacturers to efficiency standards for many years on products such as clothes washers, cars, and refrigerators. This encourages manufacturers to develop better products and it helps prevent the waste of natural resources.

According to ENERGY STAR, changing just one incandescent bulb in your home to a new energy efficient and long lasting CFL or LED will save a considerable amount of money over the bulb's lifetime. Considering the average household has about 30 light bulbs and there are over one hundred million American households today, that's an immense savings.

Call 1-206-555-1221 today, or visit http://bestlocalutility.com for more information on new products, how to buy them and what you can expect from them as far as performance and savings.

We're here to help.

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