



Presenting the 2007 ENERGY STAR® Cool Your World Campaign

*A Guide for Retailers,
Manufacturers, and EEPS*

Cool Ideas for Partners



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What is “Cool Your World”?



- Summer campaign to encourage Americans to “Cool their world” smartly with ENERGY STAR qualified cooling products – to save energy, stay comfortable, and help protect our environment
- To help consumers stay cool and save money, the campaign promotes the use of ENERGY STAR qualified products and overall energy-efficient home improvement ideas. Some featured products/services:
 - Room Air Conditioners
 - Dehumidifiers
 - Programmable Thermostats
 - Ceiling Fans
 - Home Sealing

Cool Your World allows partners to...



- Capitalize on satisfying consumer demand for energy-efficient products to help with meeting their overall conservation goals and to increase understanding and benefits of the ENERGY STAR brand
- Leverage ENERGY STAR partnerships to develop joint promotions or events
- Meet sales and/or energy efficiency goals by associating with a nationally-coordinated campaign
- Take advantage of campaign materials to promote qualified cooling products

What's New This Year?



- In addition to last year's highly successful launch of the ENERGY STAR @ home tool, as well as support materials typically provided for the campaign, this year EPA is introducing a new component/landing page for the “@ home” tool (in both English and Spanish) that will:
 - Feature testimonials of families who have made energy-efficient improvements in their homes that have positively impacted their energy bills and the environment. From this feature, visitors will also be able to access the “Tell Us How You Save” feature that will allow their stories to be featured as well.
 - Allows consumers to learn about energy-saving solutions, tips, and advice for their homes by taking a virtual energy-efficient “home tour”
 - Feature a “Focus on” section that will highlight seasonally relevant energy efficiency tips and suggestions for home improvements to help save money and protect the environment.

ENERGY STAR @ home

www.energystar.gov/home



- **Educates homeowners about:**
 - How energy is used in their home
 - How the energy use impacts the environment
 - What they can do to save money and protect the environment
- **Accessed from www.energystar.gov and available to partners** for use on their Web sites
- **Interface allows users to visually see and interact on two levels**
 - Whole-home
 - Room-by-room
- **Users will receive helpful information** as they explore animated tips and features
 - Tips also available in HTML format

Sample Visuals

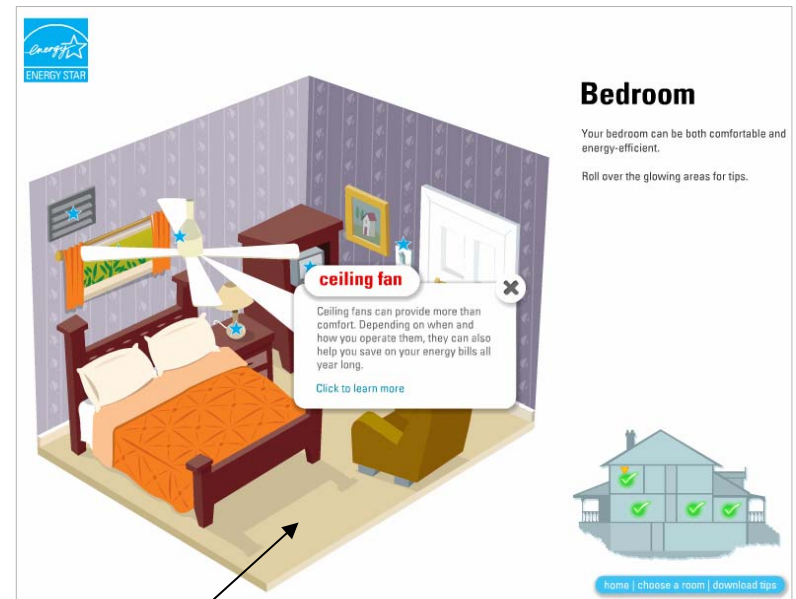


Sample Whole-Home View



Users can select and visit a number of different rooms

Sample Room-by-Room View



Rooms will expand to allow users to navigate

Opportunities for ES @ home Promotion



- Link directly from your website
 - Web banner/buttons and sample language can be provided to drive traffic directly to the online tool
 - Upon request, will generate a unique URL to allow your users to be identified and directed back to your site after they are done
- Work with partners to develop specific product promotions associated with tool
 - Savings advice combined with special incentive on related products
 - EPA/DOE can help facilitate
 - List of merchants/sales reps for relevant cooling products
- Promote in-store
 - Feature teaser language on POP to drive traffic to the site
 - Generic POP may be printed for use by interested retailers
 - Coordinate interactive kiosks featuring a hands-on way for shoppers to interact with the tool near relevant product categories

Other Cool Ideas for Participation



- Use the key campaign call-to-action (“Cool Your World with ENERGY STAR @ home”) when promoting qualified cooling products this summer
- Talk to your ENERGY STAR account representative for co-marketing ideas
 - Tie into other partners who are planning for CYW
 - Drive customers to the “Tell Us How You Save” feature where they may highlight products purchased from/by/through your business.
 - Alert your account rep of any rebates or other incentives that ENERGY STAR can link to our website.
- Plan educational and/or sales promotions around campaign timeframe
 - Run joint promotions that highlight benefits of qualified cooling products
- Use free creative templates and marketing language to educate in-store (available on the CYW Partner Resources pages)
- Let media know about your involvement
 - consider media outreach highlighting your company’s activities, the connection to the national campaign, and how consumers can save energy this summer
 - Use media materials on Web for assistance

Other Cool Ideas for Participation



- ***Manufacturers***
 - Add ENERGY STAR to existing summer retail promotions
 - Co-branding POP
 - Modifying product packaging and retail displays with a CYW icon
- ***Retailers***
 - Contact your suppliers to discuss product stocking and in-store co-promotional ideas
 - Prepare sales staff to knowledgeably sell customers on product benefits and ENERGY STAR as a trusted symbol
 - Prominently feature qualified cooling products in circulars
 - Highlight the larger educational message on your Web site
 - Bundle qualified cooling products under the Cool Your World 'umbrella' for a seasonal cross-merchandising opportunity
- ***EEPS***
 - Contact your local retail and manufacturer partners now to indicate your interest in working with them on this promotion
 - Work with partners to plan in-store consumer education promotions
 - Consider a bill insert, Web education, and/or media activities

How to Talk about the Campaign



- **Key Campaign Call-to-Action:**
 - **Learn how to “Cool Your World with ENERGY STAR @ home”**
 - Educates consumers about the connection between energy use in their homes and the environment
 - **Take Action! Share your energy-efficient home improvement testimonials with others in EPA’s “Tell Us How You Save” feature, and inspire others to do their part to help protect the environment.**
 - Encourages consumers to take action and tell us how you helped them save – energy, money, the environment.

Where HVAC fits in



- Now part of year-round educational effort:
 - Combines product promotion with proper sizing/ installation messages + home and duct sealing
 - Download *Guide to Energy Efficient Heating and Cooling* (English and Spanish) and *HVAC Marketing Language*
 - Part of substantial summer and winter PR effort

Quick View of Creative Templates and Components on Web

Campaign Materials



- Utilize the following materials to tie your support to the campaign (co-brand with your information or use as-is)
 - Customizable Templates
 - Bill/Bag Stuffer, Window Decal, Stand-up Card
 - Web Tools
 - Web Banners (English and Spanish)
 - Creative Components
 - Campaign Graphics, Building Blocks and Identity Guidelines, Product Images, Lifestyle Images, Marketing Language, Product Backgrounders, Savings Calculators
- Use materials to:
 - Draw attention to qualified cooling products
 - Educate consumers
 - Promote the ENERGY STAR @ home interactive tool

Bill/Bag Stuffers



- Co-brand and distribute bill/bag stuffers:
 - Educate customers about benefits of ENERGY STAR qualified cooling products and help promote the ENERGY STAR @ home tool
 - Two version available to tailor to your product(s) of choice
 - Bundled Product version
 - Single Product version
 - Communicate specific offers (sample offer provided on back)

Bundled Product Version



ENERGY STAR® qualified cooling products use less energy, save you money, and help reduce the risks of global warming.

For more tips, advice and energy know-how, come take the ENERGY STAR home tour at www.energystar.gov/home.

X is offering its customers a smart way to stay cool and comfortable this summer with mail-in rebates of \$X on the purchase of ENERGY STAR qualified programmable thermostats and \$X on qualified ceiling fans with lighting. For details, visit XXXX.com or call (555)123-4567.

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy. To learn more visit www.energystar.gov.

Window Decal



- Print and display this decal on your store window or door

Decal 4" x 4.75"

Stand-Up Card



- Produce this mark as a stand-up card for countertops or display tables



Stand-Up Card 7.5" x 9"

Web Banners



- Place static Web banners on your Web site
 - Use to encourage your customers to take the ENERGY STAR home tour (www.energystar.gov/home)



Learn how to Cool Your World with
ENERGY STAR
@home



English

Spanish



Aprende cómo puedes refrescar tu mundo con
ENERGY STAR
@home



Campaign Graphics - English



- Multiple versions available
 - Use the graphic that works best for you
- Use to encourage consumers to look for ENERGY STAR qualified cooling products and take the ENERGY STAR @ home tour



Campaign Graphics - Spanish



Aprende cómo puedes refrescar tu mundo con
ENERGY STAR[®]
@home



Building Blocks and Identity Guidelines



1. ENERGY STAR marks →



2. ENERGY STAR marks and Voice of Authority →



** All building blocks are available in cyan & black*

- Use the “voice of authority” cyan (or black) box as is or as text when defining ENERGY STAR (“Products that earn the ENERGY STAR meet strict energy efficiency...”).
- Refer to the “ENERGY STAR Brand Identity Guidelines” on the Web for Usage of All Building Block Graphics

Product Images



- Use as needed for your in-store promotion of ENERGY STAR qualified cooling products

(Available in our Product Image Library)

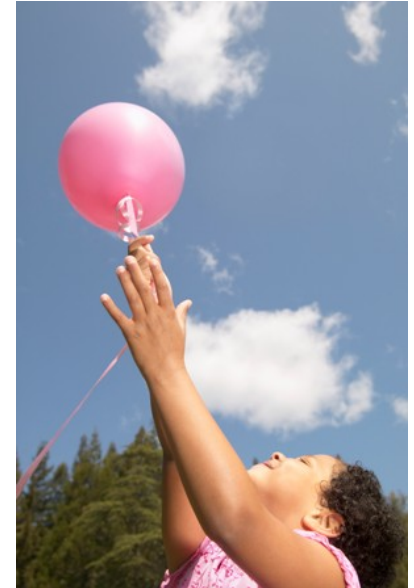


Additional product images (all high resolution) are available

Lifestyle Images



- Choose any of the alternate images when building your materials



Marketing Language (English and Spanish)



- Use to develop in-store or event materials:
 - Distribute materials to customers, media, EEPS, and manufacturer partners
- Use verbiage as provided or tailor for:
 - Radio scripts
 - On-hold messaging
 - Web site copy
 - Corporate communications
 - POP
 - Brochures
 - More...

Product Information



- Use cooling product informational and training materials to incorporate valuable facts such as savings, historical information, or statistical data into your in-store or sales training materials
 - Ceiling Fans
 - Dehumidifiers
 - Programmable Thermostats
 - Room Air Conditioners

Create Regional Cooling Facts



- Use savings calculators to construct product-by-product regional energy and environmental savings facts
 - For example, If just half of St. Louis homes were cooled with ENERGY STAR qualified room air conditioners, the change would prevent more than X billion pounds of greenhouse gas emissions, equivalent to the emissions of more than X cars.
- EPA will help you create regional facts that show the energy and environmental savings benefits if all ENERGY STAR qualified cooling products were installed in the homes in your target region
 - For example, “If every Atlanta home were cooled with ENERGY STAR qualified cooling products, the savings would be...”

Sales Training Materials



- Use turnkey tools (next slide) or take advantage of EPA's staff to design customized training for your sales associates
- Educate buyers/merchants about current or new ENERGY STAR qualified products going to be in-stock this summer
- Let us help you revise your sales training tools
- Need assistance training retail sales associates about ENERGY STAR, communicating with vendors about training, or would like us to develop additional materials? Contact lewis.kate@epa.gov

Sales Training Materials



- Use “as is” or integrate piecemeal into your own presentations, fact sheets, etc.:
 - Pocket cards
 - Product sales presentations
 - Why sell ENERGY STAR? Fact Sheets

ENERGY STAR® QUALIFIED CEILING FANS

KEY SALES MESSAGES:

ENERGY STAR is:

- > A U.S. government-backed symbol of energy efficiency
- > No sacrifice, same features

ENERGY STAR qualified ceiling fans:

- > Move air 20% more efficiently than conventional ceiling fans
- > Are 50% more energy-efficient when coupled with an ENERGY STAR qualified light kit

ENERGY STAR qualified light kits:

- > Come with energy-efficient compact fluorescent light bulbs (CFLs) that use 2/3 less energy than incandescent bulbs
- > Last up to 10 times longer than incandescent bulbs and only have to be changed once every 7 years

ENERGY STAR qualified ceiling fans can save consumers \$15-25 a year; qualified fan and light combinations offer the greatest savings.

TO MAXIMIZE ENERGY SAVINGS, SHARE THESE FOUR TIPS WITH YOUR CUSTOMERS

- 1 Ceiling fans cool people, not rooms – turn them off when leaving the room
- 2 Adjust your thermostat during fan use to save on air conditioning costs
- 3 For year-round savings, reverse the fan motor (clockwise) and operate on low speed in the winter to redistribute warm air
- 4 Hang the fan 8-9 feet above the floor for optimal airflow – minimum height requirement is 7 feet

FOR MORE INFORMATION:
visit: www.energystar.gov

ENERGY STAR® SALES ASSOCIATE TRAINING

PROGRAMMABLE THERMOSTATS

Pocket Cards 4” x 6”

National Public Relations



- Get featured in our CYW PR efforts or leverage ENERGY STAR PR and messaging to conduct your own media outreach and promote ENERGY STAR qualified cooling products
 - The campaign obtained impressive media results in 2006 including:
 - An article by Associated Press (AP) syndicated columnist Eileen Alt Powell, appearing in over 40 publications
 - Hits in *Home* and *Reader's Digest* magazines
 - 2006 Online hits included:
 - BHG.com
 - MSN.com
 - USAToday.com
 - MTV.com
 - WeatherChannel.com
 - TreeHugger.com

2007 PR & Media Strategies



This year the ENERGY STAR @ home tool will be enhanced by a 'Tell Us How You Save' section that allows homeowners to detail personal home improvements made using the tips featured on the ENERGY STAR website.

- Online/Blog Outreach
 - The campaign is currently targeting BH&G.com as well as AOL and MSN to feature the ENERGY STAR @ home tool and other Cool Your World messaging.
- Traditional Media
 - Traditional print publications and morning television shows will be pitched using the 'Tell Us How You Save' feature of ENERGY STAR @ home.
- Hispanic Outreach
 - Traditional print and television media outlets will be pitched.
 - Links to utility companies/ energy efficiency organizations with Hispanic outreach will be featured on the new ENERGY STAR @ home in Espanol micro-site.

**Note: A more detailed PR guide is available upon request*

Note of Thanks



Thank you for your role in this year's ENERGY STAR Cool Your World campaign. We hope that, by taking part, you meet and exceed your product goals.

Whether it's simple Web education, an educational message overhead, or a more involved in-store promotion complete with media outreach, your help spreading the ENERGY STAR Cool Your World message makes a difference!

Sincerely,
The ENERGY STAR Cool Your World Campaign Team at
EPA and DOE