



**COALITION FOR
ENERGY STAR[®]
WATER HEATERS**

At Work for Efficiency Programs

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Boston, MA

Session Objectives

- ▶ Inform members about available tools and how to use them
- ▶ Update on press coverage so far
- ▶ Discuss what's coming next

Meeting Guidelines

- ▶ 100% Participation
- ▶ Parking Lot
- ▶ All ideas are valid and valued
- ▶ Meeting closure will outline next steps

This meeting will follow **CEE Guidelines for Program Meetings**

How Did We Get Here?

- ▶ Discussions with manufacturers revealed the need for concentrated marketing effort
- ▶ Rallied manufacturers, members to “develop high level messages that provide objective, credible information about water heater efficiency”
- ▶ Sponsors hired GS&F to implement the marketing and PR campaign

**By aligning our messages, we can
have a greater impact on the market!**



Coalition Name and Logo

- ▶ The Coalition name is descriptive and easily identifiable to the initiative purpose
 - Icon and font style reflects complementary ENERGY STAR® colors with an emphasis on “Coalition”
- ▶ Complimentary graphic elements provide brand color consistency in other elements



How Do I Use the Logo?

- ▶ Use on web pages, graphics, etc. to denote that your efforts tie into a larger effort backed by manufacturers, the government and efficiency programs



Coalition Website (eswaterheaters.org)

▶ The website serves:

- as a valuable reference resource for Energy Efficiency Programs, manufacturers, and other entities
- to inform contractors and consumers on high efficiency water heaters
- to highlight the benefits of ENERGY STAR qualified models
- as a link to other appropriate websites, articles, etc.
- to showcase press releases, recent news, video clips, etc.

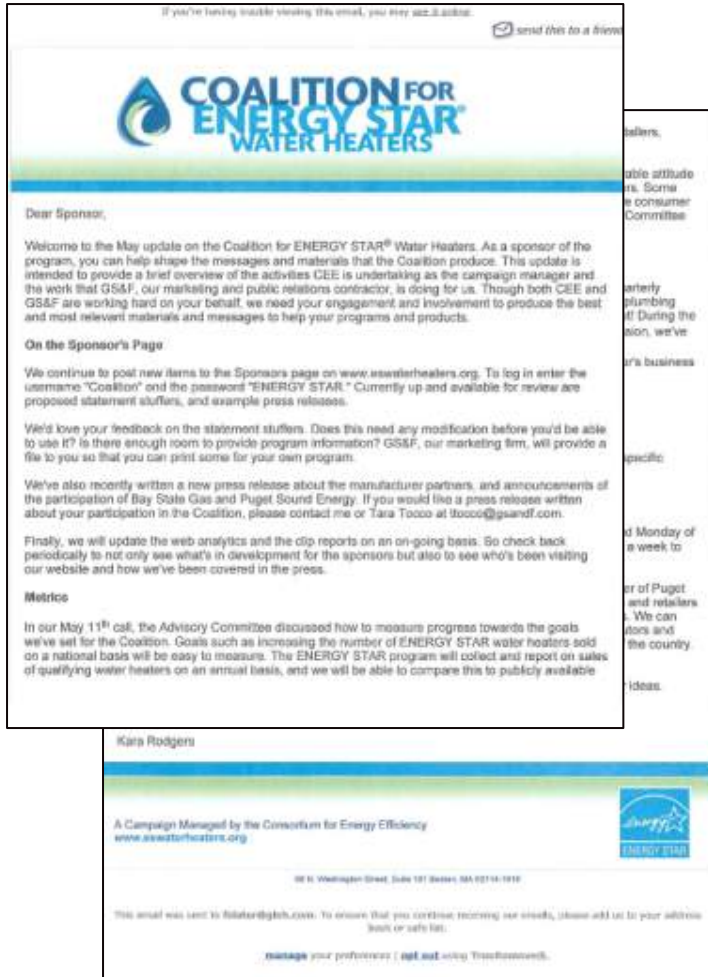


How Do I Use the Website?

- ▶ As a place to drive consumers and contractors for more information
- ▶ As a reference, when combined with www.energystar.gov
- ▶ As a hub to review materials for approval

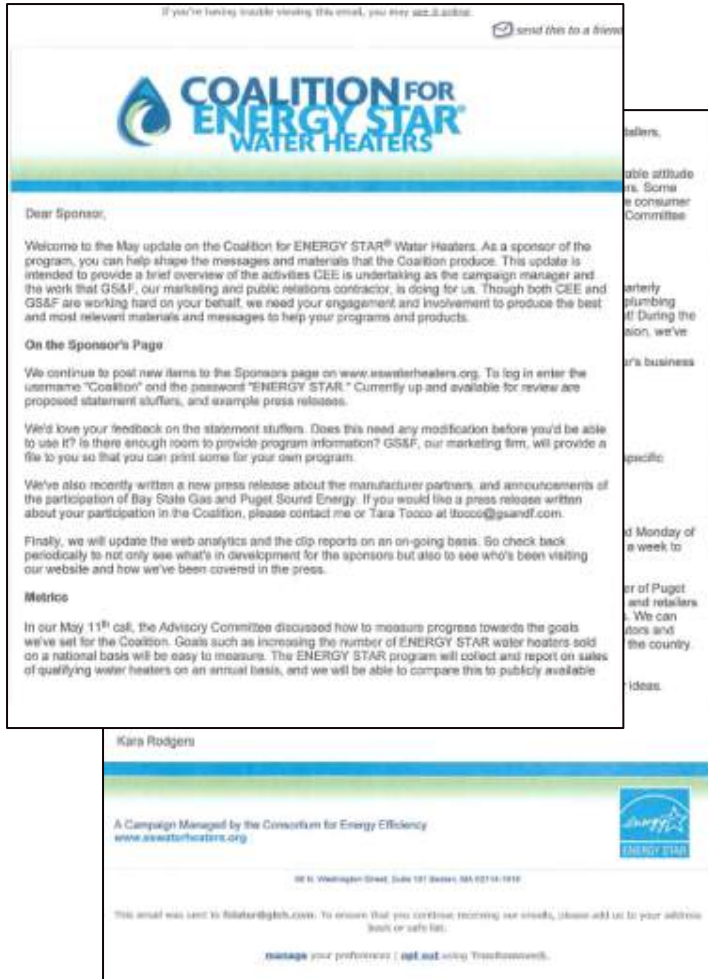


E-newsletter



- ▶ E-newsletters are distributed to sponsors and partners on a periodic basis to maintain communications. E-newsletters may include updates, request opinions, identify best practices, and include other relevant information
- ▶ We're building a mailing list of consumers and contractors

How Do I Use the E-newsletter?



- ▶ A way to
 - Stay up to date on the latest activities
 - Share information on developments at your program with peers
 - Push information to consumers and contractors interested in efficient water heaters

E-card

- ▶ E-cards provide an inexpensive communication tool for invitations and announcements
 - This particular e-card was distributed to trade media announcing a Coalition press conference



How do I use the E-Card?

- ▶ Announce training events to contractors in your area, rebates to your rate payers

**GO GREEN,
MAKE GREEN.**

The Next Phase of Water Heating Is Here.

You are cordially invited to a special announcement on Wednesday, January 21, at 10 a.m., at BASF Corporation, Booth #C4623.

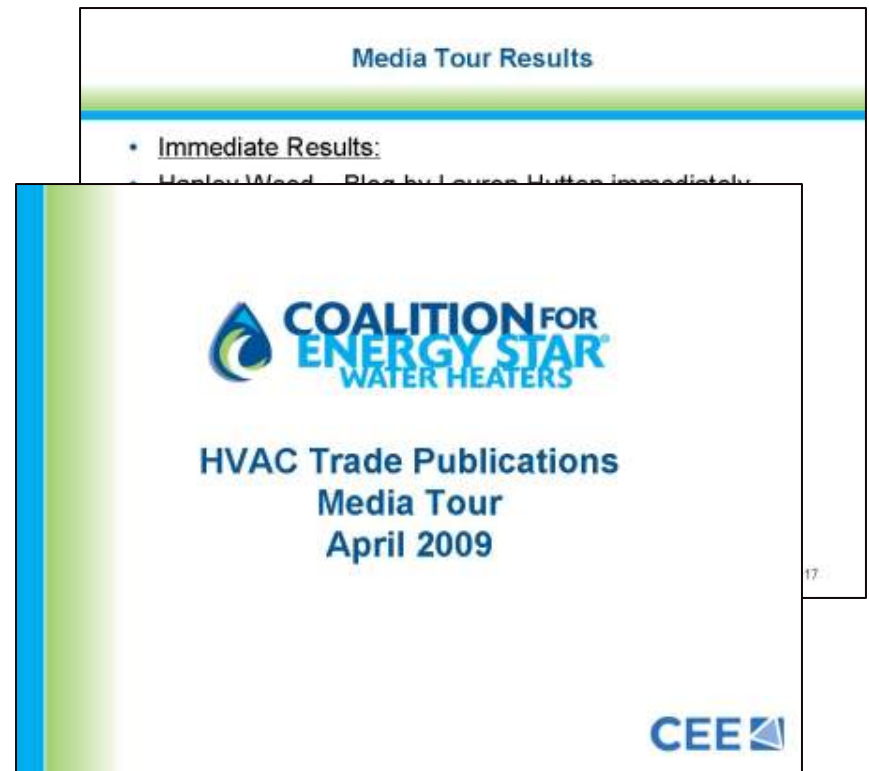
BASF
The Chemical Company

- Breakfast and Networking from 9:30 – 10 a.m.
- Special Announcement and Press Conference 10 a.m.
- R.S.V.P. by email sowensj@qsh.com

U.S. DEPARTMENT OF ENERGY  **CEE** 

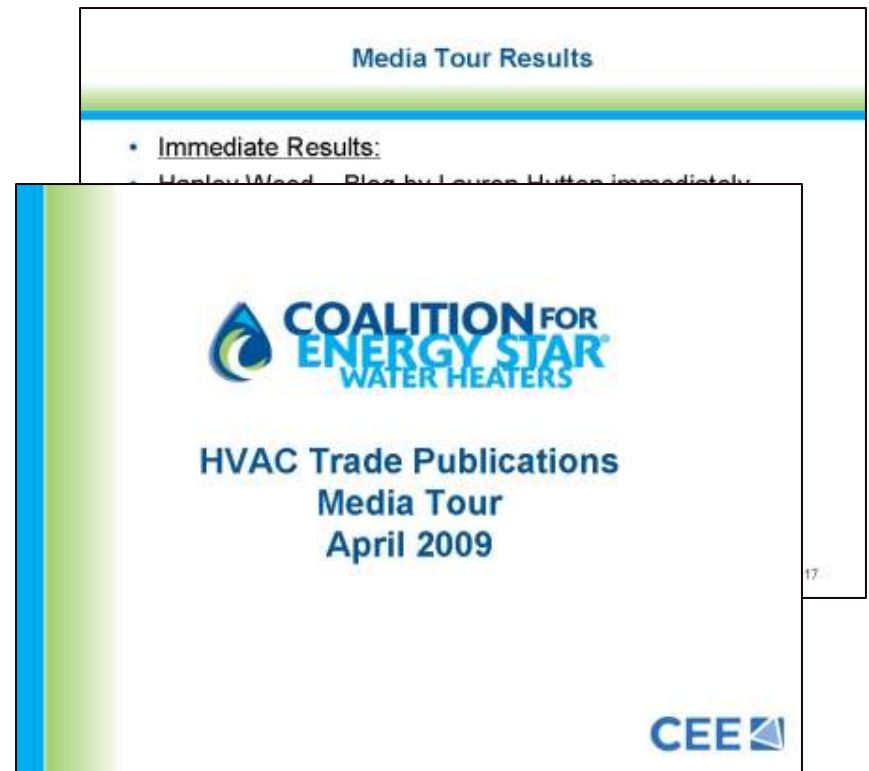
Powerpoint Template

- ▶ A template for powerpoint presentations maintain the look and design associated with other materials



How do I use the Powerpoint Template?

- ▶ Please use this presentation if you are going to make a presentation as a representative of the Coalition
- ▶ We may also develop presentations that cover specific topics for members use
 - For example, presentations for training and outreach to installers



Tote Bags

- ▼ Eco-friendly tote bags are desired giveaways at trade shows and other events. Bags are hunter green color (color associated with being environmentally friendly) and display the logo
 - Various elements such as media kits or fact sheets can be inserted for hand-out information



How do I use the Tote Bags?

- ▶ Use them as give aways at trade shows, training events, green fairs for consumers, or any location at which you are presenting on your water heater rebate programs
- ▶ Fill them with information about ENERGY STAR water heaters and your efficiency programs



Portable Banners



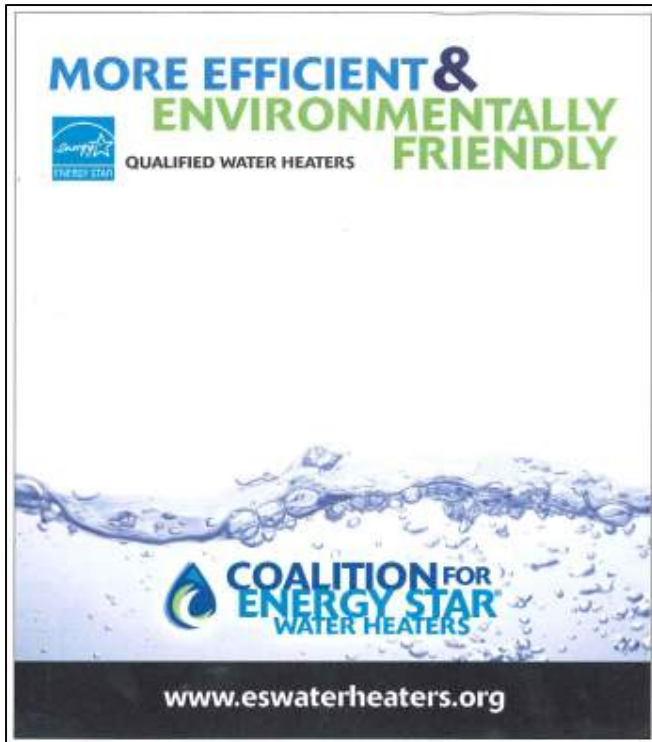
- ▶ Front and back banners, along with portable stands, provide attention-getting signage at events, high traffic areas such as lobbies, etc.
 - Stands can be adjusted to a wide range of banner sizes

How do I use the Portable Banners?



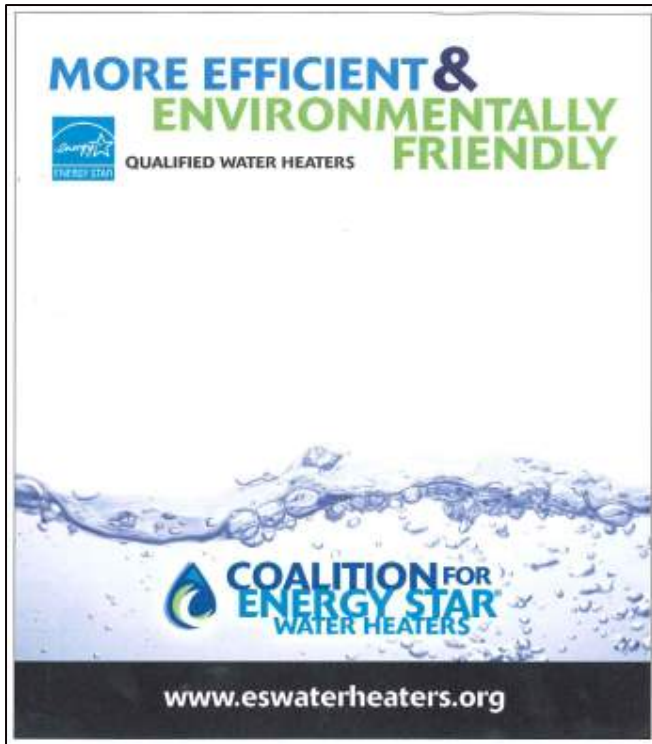
- ▶ Available to borrow
- ▶ We can ship it to your trade show, home fair, training program, etc.
- ▶ Use it any time you want to make a big, visual statement about water heater efficiency

Customizable Banner



- ▶ In addition to the Coalition banners, creative files are available to all sponsors to customize as desired
 - Center section offers space for company/ organization name, logo, key message, or offers

How do I use the Customizable Banner?



- ▶ We can ship the graphics file to you, you can add your information and print it
- ▶ Use it for your events
- ▶ Print up small banners to place in distributor show rooms to alert installers to ENERGY STAR water heaters and your programs

Fact Sheet

- ▶ Fact Sheet serves multiple uses, ranging from distribution to media contacts to trade organization handouts
 - The Fact Sheet provides a valuable overview of CEE and the Coalition's initiative



How do I use the Fact Sheet?

- ▶ As a handout at your fairs and events
- ▶ As part of your press kits announcing your water heater programs
- ▶ Any time you want to draw on the credibility of a wider group



Customizable Statement Stuffers



- Two front side layout options with customizable back side design reinforces the key benefits of ENERGY STAR water heaters to consumers



How do I use the Statement Stuffers?



Save Money, Reduce Your Home's Energy Consumption

Water heaters represent up to about 15% of an average household's overall energy consumption. Upgrading to an **ENERGY STAR**® water heater could improve your home's overall energy consumption by an estimated 10%–50%* and, in the long run, help you save money on utility bills.

* Actual energy savings vary.

COALITION FOR ENERGY STAR WATER HEATERS



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COALITION FOR ENERGY STAR WATER HEATERS

- ▶ To announce your water heater efficiency program to your rate payers



Why Get An ENERGY STAR® Water Heater For Your Home?

- Reduce your home's energy consumption
- Save money in reduced utility bills over the life of your water heater
- Reduce demand on utility companies
- You may qualify for a federal tax credit and possible local incentives

To learn more, visit www.eswaterheaters.org

COALITION FOR ENERGY STAR WATER HEATERS

The **ENERGY STAR** program is designed to shine the spotlight on energy-efficient products across various categories. All water heater models recognized under the **ENERGY STAR** program meet very strict efficiency requirements and use anywhere from 25% to 55% less energy. **ENERGY STAR** qualified water heaters use natural gas.

Eligible water heaters (both tank and tankless) include models from A. O. Smith, Bradford White, Rheem, and Rinnai.

Press Release

- ▶ A graphic masthead supports the Coalition identity and reinforces consistency of logo and graphics
- ▶ Press releases are used to highlight recent news, developments, special events, milestones, etc. to a targeted media database



What has the PR Campaign Achieved?

- ▶ Covered in
 - Appliance design
 - PHC News E-Newsletter
 - Contractor Magazine
 - Bath & Kitchen Pro E-News
 - MSN Money
 - ...and many local news outlets!
- ▶ Media Tours to Publications reaching over 1 million relevant trades people
- ▶ Invitation to have a quarterly column in the *PHC News* on efficient water heaters

Next Steps for the Coalition

- ▶ Work to engage efficiency programs, distributors and installers on a local level
 - Want manufacturer feedback to help optimize these approaches
- ▶ Integrate campaign tools and efforts into efficiency program installer training and outreach efforts

Preparing for the ENERGY STAR Transition on September 1, 2010

- ▶ Where do we need the market to be when the ENERGY STAR moves to 0.67 EF?
- ▶ How far are we along that path?
- ▶ How much lead time do your programs need to transition from 0.62 EF to 0.67 EF?

Contact

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