



# The Coalition for ENERGY STAR<sup>®</sup> Water Heaters

## Preparing for Market Proliferation

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Boston, MA





*“We are manufacturers, industry associations and energy efficiency program administrators working together to promote high efficiency in residential water heating. We have come together with one simple goal: to spread the word about a new era in gas water heating. We believe that ENERGY STAR® gas water heaters are capable of heating water in a more efficient, more environmentally friendly way.”*

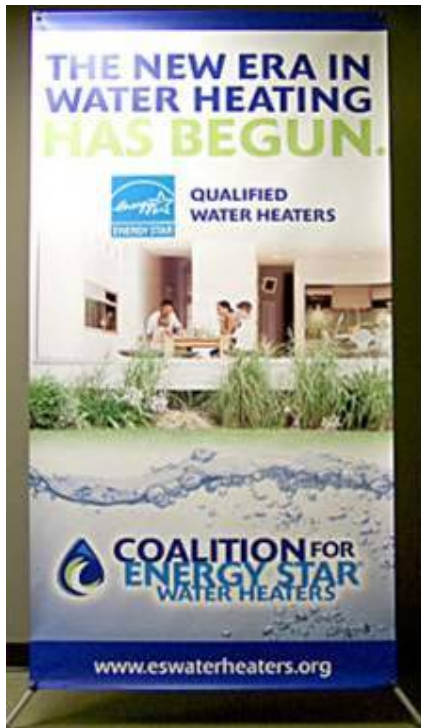
**By aligning our messages, we can  
have a greater impact on the market!**



# Creation of a Campaign Managed by CEE

- ▶ Discussions with manufacturers revealed the need for concentrated marketing effort
- ▶ Rallied manufacturers, CEE 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

# Launched at 2009 International Builder Show




# Creating Tools, Driving Awareness



## 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.



## MORE EFFICIENT & ENVIRONMENTALLY FRIENDLY

QUALIFIED WATER HEATERS



[www.eswaterheaters.org](http://www.eswaterheaters.org)



### Coalition For ENERGY STAR® Water Heaters

We're an organization of manufacturers, industry associations, and energy efficiency program administrators working together to promote high efficiency in residential water heating. We have come together with one simple goal: to show the world what it's like and to gas water heating. We believe that ENERGY STAR® gas water heaters are the single all-heating water is a more efficient, more environmentally friendly way.

RECENT NEWS: [Coalition Launches All International Builders' Show](#)

<h4>CONSUMERS</h4> <p>Find out how ENERGY STAR water heaters help you. Discover how these energy efficient and help you save money on utility bills in the long run.</p> <p><a href="#">Find out more</a></p>	<h4>CONTRACTORS</h4> <p>Find out how ENERGY STAR water heaters make your product lineup more attractive to your customers and take your business to a new level.</p> <p><a href="#">Find out more</a></p>	<h4>NEWSLETTER SIGNUP</h4> <p>Sign up for our e-newsletter.</p> <p>Name: <input type="text"/></p> <p>Company: <input type="text"/></p> <p>Email: <input type="text"/></p> <p><a href="#">SIGN UP</a></p>
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# Public Relations Campaign Underway

- ▶ Campaign 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
  - Seek manufacturer feedback to help optimize these approaches
- ▶ Integrate campaign tools and efforts into efficiency program installer training and outreach efforts

# Coalition Is Supporting Programs and ENERGY STAR

- ▶ Gather information and create tools that helps enhance programs
- ▶ Brings the value of ENERGY STAR to distributors and installers
- ▶ Working to increase market penetration of high efficiency water heaters

# Contact

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