

# Consumer Electronics: Working Together to Increase the Market Acceptance of Energy Efficient Electronics Products

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# Overview

- Practical & Strategic Effects of CEE Specifications to a TV manufacturer
- Things CEE and energy efficiency program administrators be aware of
- Specific Recommendations

# Practical & Strategic Effects

- CEE Specifications provide an excellent basis
  - For additional targets to meet
  - For specifications that trigger incentives/rebates
- CEE Efforts in General
  - Consolidate an excellent list of efficient televisions

# Things Program Administrators Should Be Aware Of

- Incentives traced to specific sales
  - Like the California program
  - Are quite different from typical TV marketing efforts
- Marketing tends to be event-based
  - e.g., “President’s Day” sale blitz (followed by pause)
    - Incl. special promotions, events, T-shirts, etc.
  - Consumer awareness persists after the blitz

# Things Program Administrators Should Be Aware Of

- Cash incentives tend to take advantage of “breakage”

# Breakage

- Without breakage
  - 5 incentives of \$20 = \$100 paid out
  - Consumers see a \$20 advantage of one product over another
- With breakage
  - 5 mail-in rebates of \$100 offered
  - Only 20% return the rebate forms/etc
  - $5 * 20% * \$100 = \$100$  paid out
  - *Consumers see a \$100 advantage of one product over another*
  - *More consumers will be successfully incented by the larger amount (even if few mail in the forms)*

# Specific Recommendations

- We should work together, TV/CE and efficiency advocates, to:
  - Discover ways to mesh TV manufacturer marketing with energy efficiency programs' marketing
  - Discover ways to detach specific dollars to specific sales
  - Minimize disputes, we all have jobs to do



# Thank you!

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