



ENERGY STAR Best Value Finder: A New Tool for Cost-Conscious Consumers





What is ENERGY STAR®?

The U.S. Environmental Protection Agency's ENERGY STAR is:

- A voluntary **partnership** among government, business and consumers to save money and reduce emissions through superior energy efficiency
- a widely **recognized and trusted mark** on products, homes and buildings that meet strict energy efficiency requirements
- **the simple choice for energy efficiency!**



ENERGY STAR Sales Value

More than **91%** consumer awareness

Consumer awareness and desire for efficiency savings is high.

Of households that purchased ENERGY STAR products in 2016:

- **74%** reported the label as **influential** in their purchasing decision;
- **80%** of knowing purchasers reported that they are **likely to recommend** products that have earned the ENERGY STAR to friends.





An Efficiency Opportunity: High Energy Burden in Low Income Households

- Low income households own products similar to higher incomes - owning a TV, entertainment systems, and conveniences like clothes washers but are:
 - Less likely to use an ENERGY STAR appliance – fridges, dishwashers, clothes washers & room AC
 - Less likely to have central air conditioning but higher usage and ownership of a room AC unit



Market Factors: Low Income = Higher Penetration of Incandescent Bulbs

Household Income	Less than \$20,000	\$20,000 to \$39,999	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,000	\$100,000 to \$119,999	\$120,000 to \$139,999	\$140,000 or more
Most or All Incandescent (number of housing units, millions)	7.7	9.1	5.9	4.8	2.5	2.2	1.2	3.1
Most or All Incandescent (percent of "Most or All Incandescent" answers)	21%	25%	16%	13%	7%	6%	3%	9%

Takeaway: 46% of all households with 'Most or All Incandescent' lighting earn \$39,999 or below. National average household income is approximately \$53,000. – 2015 RECS



Initial Products: Light Bulbs & Refrigerators

- **LED Light Bulbs**

- The need: Compared to average households, low-income households are less likely to have energy efficient bulbs. Utility low income program reps tell stories of visiting homes where bulbs are dead and not replaced.
- EE opportunity: LED bulb prices have significantly decreased. Long-lasting LED bulbs are available for about \$1, aided by local utility promotions.

- **Refrigerators**

- The need: Low-income households are more likely to have older refrigerators.
- EE opportunity: Replacing an old refrigerator with a new one that has earned the ENERGY STAR could save you \$260 over the next five years. A number of utilities offer rebates towards the purchase of new ENERGY STAR refrigerators, and in some cases for recycling the old one.

Initial Products: TVs & Room ACs

- **TVs**

- The need: Low-income consumers own almost as many televisions as middle-income and wealthy Americans.
- EE opportunity: Encourage purchase of an ENERGY STAR model.

- **Room ACs**

- The need: This purchase is highly price sensitive for all consumers. Most Room ACs are found in lower income homes.
- EE opportunity: There are more than 25 ENERGY STAR models under \$300. There is also a strong opportunity to convey tips about proper installation and right sizing to help improve consumer comfort while saving energy at the same time.





ENERGY STAR Best Value Finder: A New Tool Leveraging Price & Location Functionality

- Goal: Make energy saving products and tips more accessible to low income or budget-constrained consumers
 - Highlight least cost, efficient options
 - Provide online and local options for researching and purchasing products
 - Provide buying tips and information about rebates
 - Offer simple ways to reduce energy consumption and save money
- To check out the tool and follow along on your laptop or mobile phone go to:
 - **energystar.gov/best-value-finder**



Find and Compare Products

Languages: English |
Français

Access to ENERGY STAR
API, Data Set or Excel File



Find product models that have earned the ENERGY STAR and compare features, savings and more to optimize your purchase.

- 1 Select a product category of interest to you.
- 2 Get details on specific qualifying models.
- 3 Make informed purchasing decisions.

CHANGE
product category

ENERGY STAR Certified

Residential Refrigerators

Visit the [Residential Refrigerators](#) page for usage tips and buying guidelines.

Filter Your Results

filter by keyword

Type

- Top Freezer (253)
- Bottom Freezer (476)
- Side-by-Side (69)
- Freezerless and Single Door (30)
- Compact (642)

Additional Features

- Thru the Door Dispenser (226)
- Automatic Defrost (1140)
- Connected (20)
- Icemaker (525)
- Built-in (112)
- Counter Depth (371)

Capacity (Total Volume) (ft3)

- Less than 7 (636)
- 7 - 14.9 (200)
- 15 - 17.9 (91)
- 18 - 23 (290)
- Greater than 23 (253)

1454 Records Found

Sort by:

Annual Energy Use (kWh/yr) ↓ ↑

Fisher & Paykel - RB36S

Compare

Compact Capacity (Total Volume) (ft3): 3.7
Annual Energy Use (kWh/yr): 150
Date Certified: 07/14/2014

Marvel - ML15RA1S***

Compare

Compact Capacity (Total Volume) (ft3): 2.7
Annual Energy Use (kWh/yr): 174
Date Certified: 03/16/2015

Marvel - ML24RA1S2**

Compare

Compact Capacity (Total Volume) (ft3): 5.1
Annual Energy Use (kWh/yr): 184
Date Certified: 09/24/2014

Marvel - ML24RA1S1**

Compare

Compact Capacity (Total Volume) (ft3): 5.3
Annual Energy Use (kWh/yr): 184
Date Certified: 03/16/2015

Marvel - MP24RA1S***

Compare

Compact Capacity (Total Volume) (ft3): 5.1

ENERGY STAR has long been a trusted resource for identifying efficient products

- Evolution from simple qualified product lists to lists with limited energy consumption info to search tools with automation
- Currently use sophisticated IT system that accepts data from third party certifiers to populate consumer facing product finders
- Infrastructure includes APIs and extensive datasets of related product info



Price and Location Feature

- Designed to facilitate online research and in-store purchases consistent with what consumers have come to expect from online shopping tools

Find Local Retail Locations for: [change zip code](#)

The Home Depot
1.7 miles

Kmart
4.4 miles

Sears
7.8 miles

Map & Stock Information

In Stock at 9 stores

Sears SEVEN CORNERS - #0001024	7.8 miles	\$479.99	In Stock	G
Sears SEARS HOME APPLIANCE SHOWROOM - #0004973	8.3 miles	\$479.99	In Stock	H
Sears LANDMARK MALL - #0001284	8.9 miles	\$479.99	In Stock	J
Sears WHITE OAK S/C - #0001304	9.4 miles	\$479.99	In Stock	M
Sears WHEATON (SILVER SPG)-OUTLET - #0009282	9.5 miles	\$479.99	In Stock	N

	Defrost Type	Automatic	<ul style="list-style-type: none"> Bright lighting for easy visibility Reversible door swing option Filter change alert Color-coordinated door handle chest Independent temperature controls
	Compact	No	
	Built-in	No	
	Thru the Door Dispenser	No	
	Ice Maker	No	
	Counter Depth	No	
	Height (in)	59.8	
	Width (in)	24.0	
	Capacity (Total Volume) (ft3)	9.9	
	Annual Energy Use (kWh/yr)	296	
	US Federal Standard (kWh/yr)	314	
	Connected Functionality	No	
	Date Available On Market	02/22/2014	

New Price and Location Information

EPA is adding new price and location information for ENERGY STAR Most Efficient products to enhance the consumer experience and make it easier to locate models. Data on price and availability are sourced from retail web sites for informational purposes only. Prices may vary in store or online. Please share any issues or feedback with the features by reporting it here.

There are currently no Canada only models.

Find Online Clicking on the "Go" link below will take you to web sites external to the energystar.gov domain.

	Airport Home Appliances & Mattress	FFET1022QW white	In Stock	\$479.00	Go
		FFET1022QB black	In Stock	\$479.00	Go
	AJ Madison	FFET1022QW white	Online Only	\$425.10	Go
		FFET1022QB black	Online Only	\$425.10	Go
	Appliances Connection	FFET1022QW white	In Stock	\$489.00	Go
		FFET1022QB black	In Stock	\$499.00	Go
	Kmart	FFET1022QW white	In Stock	\$431.09	Go
		FFET1022QB black	In Stock	\$479.99	Go
	Sears	FFET1022QW white	In Stock	\$431.09	Go



Price and Location Feature

- Provides information about online pricing to enrich the energystar.gov experience
 - Leverages public data already available
 - Zip code detection via IP address or manual input allows consumers to see stores nearby that sell specific ENERGY STAR models
 - Map feature allows consumers to get directions to stores
 - Provides links directly to retail pages with details on how to purchase the model
 - Data updated multiple times a day to deliver accurate pricing information
- Shares in-store pricing where available to provide even more information to the consumer



ENERGY STAR Best Value Finder Tool

- Went live in Fall 2016
- Obtains price data through real-time scraping of retail sites
- Look and feel of tool = a comprehensive bundle of resources accessible by web or mobile
 - Leverage price and location infrastructure to list models by lowest price available. User can select the features that are most important to them using the available filters.
 - Also offer mobile accessible site: low income are more likely to rely on their smartphones for internet access.
 - Provide rotating, adaptable content on energy saving opportunities
 - Targeted tips on purchasing and using products efficiently
 - Use consumer's zip code to show available rebates
 - Initial tool includes the rebates already provided to EPA by utilities
 - In the future would like to include links to low-income utility and other assistance programs



The simple choice for energy efficiency.

ENERGY EFFICIENT
products

ENERGY SAVINGS
at home

ENERGY EFFICIENT
new homes

ENERGY STRATEGIES FOR
buildings & plants



Home > Certified Products > ENERGY STAR Best Value Finder > ENERGY STAR Best Value Finder

Certified Products

Your source for energy efficient product information

All Certified Products How a Product Earns the Label Save Energy at Home Join Our Movement Product Specifications Search

ENERGY STAR Best Value Finder

The Value of ENERGY STAR at the Best Price

Welcome to the ENERGY STAR Best Value Finder. Your resource for smart savings all in one place. In addition to the energy-cost savings, we'll also show you where you can find the lowest prices on ENERGY STAR certified refrigerators, TVs, and light bulbs plus utility rebates and other special offers that are now available. So click on a product and start saving now!



Room Air Conditioners

gearing up for warm weather? Make the cool choice with more than 20 ENERGY STAR certified room air conditioners available under \$300. ENERGY STAR Best Value Finder helps keep your family cool and comfortable without breaking the bank.

[Best Value Results >](#)



Refrigerators

Is your refrigerator an energy hog? Replace your old fridge with a new model that has earned the ENERGY STAR and save \$60 a year in energy bills. ENERGY STAR Best Value Finder helps you make a smart investment.

[Best Value Results >](#)



Light Bulbs

How many dollars does it take to change a light bulb to ENERGY STAR? For under \$5, you can choose from 30+ ENERGY STAR LED bulbs – and they can last you up to 12 years. ENERGY STAR Best Value Finder helps you start saving today.

[Best Value Results >](#)



Televisions

Shopping for a television with the latest features? You can find more than 120 ENERGY STAR televisions from 10+ brands under \$900. ENERGY STAR Best Value Finder helps you find the energy-saving electronics you want at the best prices.

[Best Value Results >](#)

More Ways to Save

Consider leaving pay TV behind: stream content on a laptop or tablet

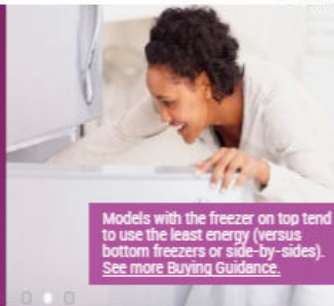


Best Value Landing Page

- Describes what the Best Value Finder offers
- Provides compelling facts for why users should visit the product pages
- Offers more ways to save – focused on areas where you can save the most money.
 - Switching from paid TV to streaming
 - Setting back/up your thermostat when away
 - Adding insulation
 - Federal tax credits for water heaters
 - Installing low-flow showerheads
 - Learning what bulb you need for your fixture

ENERGY STAR Certified Refrigerators

Refrigerator models that have earned the ENERGY STAR offer value because they save you money on your energy bills. Use the list below to find the best value in terms of purchase price.



Models with the freezer on top tend to use the least energy (versus bottom freezers or side-by-sides). See more Buying Guidance.

Filter Your Results

Type

- Top Freezer (274)
- Bottom Freezer (609)
- Side-by-Side (84)
- Freezerless and Single Door (39)
- Compact (746)

Additional Features

- Thru the Door Dispenser (289)
- Automatic Defrost (1392)
- Connected (44)
- Ice maker (671)
- Built-in (136)
- Counter Depth (449)

Capacity (Total Volume) (ft³)

- Less than 7.5 (746)
- 7.5 - 12 (156)
- 12 - 15 (56)
- 15 - 18 (116)
- 18 - 21 (253)
- 21 - 24 (187)
- 24 - 27 (138)
- Greater than 27 (122)

Height (in)

- Less than 65 (884)
- 65 - 65.9 (62)
- 66 - 66.9 (95)
- 67 - 67.9 (43)
- 68 - 68.9 (71)
- 69 - 69.9 (290)
- 70 - 70.9 (116)

Pricing is from a Sample of Retail Websites ?

Sorted: lowest to highest price

Share Your Results

Frigidaire - FFHT1814Q*

Top Freezer | 18.1 cubic ft. | 447 (kWh/yr)

\$449.97 - \$669.00

Compare

View Product Details

Hotpoint - HPE158TH***

Top Freezer | 14.6 cubic ft. | 337 (kWh/yr)

\$467.47 - \$599.00

Compare

View Product Details

Frigidaire - FFHT1821Q*

Top Freezer | 18.1 cubic ft. | 363 (kWh/yr)

\$479.97 - \$799.00

Compare

View Product Details

Frigidaire - FFHT1514Q*

Top Freezer | 14.6 cubic ft. | 336 (kWh/yr)

\$533.10 - \$659.00

Compare

View Product Details

Rebates in your zip code: **20877**

CHANGE ZIP →

Refrigerators (recycling)

Up to \$50

Valid: 01/01/2016 - 12/31/2017

Mail-in Rebate ?

Potomac Edison (FirstEnergy utility) | 877-270-3521

Visit website to learn more

ENERGY STAR Certified Refrigerators : GE - GTE16DTH****



GE
GTE16DTH****

Description		Energy Use	
Type	Top Freezer	Annual Energy Use (kWh/yr)	428
Defrost Type	Automatic	US Federal Standard (kWh/yr)	468
Compact	No	Size	
Built-in	No	Height (in)	64.1
Thru the Door Dispenser	No	Width (in)	28.0
Ice Maker	Yes	Capacity (Total Volume) (ft ³)	15.6
Counter Depth	No	Additional Product Information	
Connected Functionality	No	No additional information provided	
Date Available On Market	04/15/2014		
Date Certified	06/05/2014		
Markets	United States, Canada		

[Back to refrigerators results >>](#)

Clicking on the "Go" link below will take you to web sites external to the energystar.gov domain. [EXT >](#)

Find Online

Retailer	Model	Color	Availability	Price	Action
Airport Home Appliance & Mattress	GTE16DTHWW	White On White	Out of Stock	Unavailable	
AJ Madison	GTE16DTHWW	White	Online Only	\$533.10	Go
	GTE16DTHBB	Black	Online Only	\$533.10	Go

[SHOW ALL](#)

EPA is pulling information on price and availability of ENERGY STAR certified models directly from retailer websites. Prices may vary in store or online. Please share any issues or feedback with the features by reporting it here

Find Local Retail Locations for 20003

CHANGE ZIP CODE →



Best Buy
1.3 miles



The Home Depot
2.6 miles



Lowe's
3.2 miles



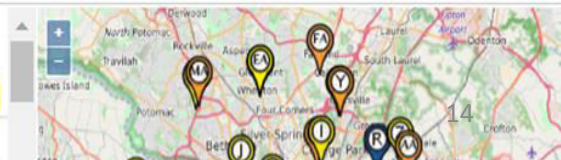
hHGregg
7.7 miles

In Stock at 3 stores

Best Buy
Union Station - Washington D.C. - #8500

1.3 miles

Best Buy
Columbia Heights - #1092



ENERGY STAR Best Value Finder

Disclaimer



ENERGY STAR Certified Televisions

TVs that have earned the ENERGY STAR offer value because they save you money on your energy bills. They are available from all the leading manufacturers and come with all the latest features including Wi-Fi (or streaming) capabilities.

Use the list below to find the best value in terms of purchase price.



Experts suggest a 10 foot viewing distance is ideal for TVs larger than 40 inches. See more [Buying Guidance](#).

Filter Your Results

🔍 filter by keyword

Size (in.) ⓘ

- Less than 32 (179)
- 32-39 (53)
- 40-46 (126)
- 47-53 (147)
- 54-61 (141)
- 62-69 (65)
- Greater than 70 (13)

Pricing is from a Sample of Retail Websites

Sorted: lowest to highest price

Share Your Results

SEIKI - SE24FL

23.8 Inches | 1080p | 36.4 (kWh/yr)

\$59.97

Compare

View Product Details

ELEMENT - ELEFW195

18.48 Inches | 720p | 28.2 (kWh/yr)

\$76.00 - \$99.99

Compare

View Product Details



ENERGY STAR Certified Light Bulbs

Light bulbs that have earned the ENERGY STAR offer value because they save you money on your energy bills. Use the list below to find the best value in terms of purchase price.



Each light bulb is independently certified to deliver high quality.

Filter Your Results

filter by keyword

Bulb Type

- Decorative (841)
- General Purpose Replacement (3209)
- Globe (454)
- Other (124)
- Reflector (Flood/Spot) (5108)

Technology

- CFL (21)
- LED (9715)

Pricing is from a Sample of Retail Websites



Sorted: lowest to highest price

Share Your Results

Utilitech - A19608015-27

Compare

General Purpose Replacement | LED | 800 lumens | 60 w (equiv.)

\$7.19 as low as \$0.90 per bulb (8 pack)

View Product Details

Utilitech - A19608015-50

Compare

General Purpose Replacement | LED | 800 lumens | 60 w (equiv.)

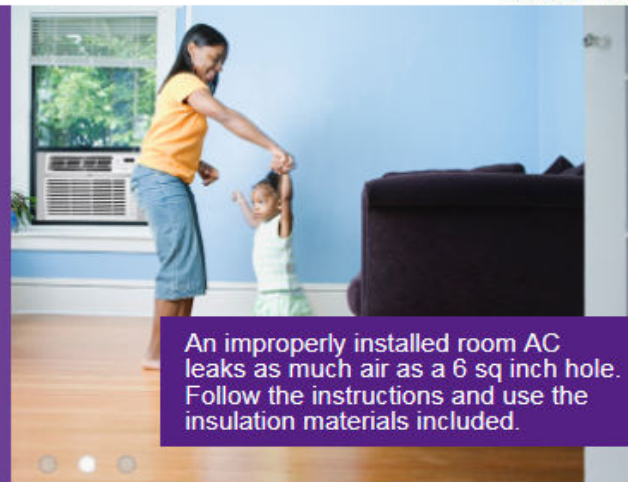
\$9.49 as low as \$1.19 per bulb (8 pack)

View Product Details



ENERGY STAR Certified Room Air Conditioners

Room air conditioners that have earned the ENERGY STAR offer value because they save you money on your energy bills. Use the list below to find the best value in terms of purchase price.



An improperly installed room AC leaks as much air as a 6 sq inch hole. Follow the instructions and use the insulation materials included.

Filter Your Results

filter by keyword

Type

- Window (337)
- Through the Wall (107)
- Do not filter

Cooling Capacity (Btu/hr)

- < than 6,000 (16)
- 6,000 - 7,999 (47)
- 8,000 - 9,999 (91)
- 10,000 - 11,999 (98)
- 12,000 - 13,999 (82)
- 14,000 - 19,999 (67)
- ≥ 20,000 (43)

Pricing is from a Sample of Retail Websites



Sorted: lowest to highest price

Share Your Results

Keystone - KSTAW05C

Compare

Window | 5000 Btu/hr | 12.1 CEER

\$169.99

View Product Details

Frigidaire - FFRE0533S1

Compare

Window | 5000 Btu/hr | 12.1 CEER

\$179.00 - \$209.99

View Product Details



ENERGY STAR Best Value Finder – Mobile

Capabilities



Best Value Finder [FULL SITE »](#)


ENERGY STAR Best Value Finder

The Value of ENERGY STAR at the Best Price



Welcome to the ENERGY STAR Best Value Finder. Your resource for smart savings all in one place. In addition to the energy-cost savings, we'll also show you where you can find the lowest prices on ENERGY STAR certified refrigerators, TVs, and light bulbs plus utility rebates and other special offers that are now available. So click on a product and start saving now!

PRODUCT CATEGORIES



Room Air Conditioners
Gearing up for warm weather? Make the cool choice with more than 20 ENERGY STAR certified room air conditioners available under \$300. ENERGY STAR Best Value Finder




Best Value Finder [FULL SITE »](#)

« [BACK TO ALL CATEGORIES](#)

[Disclaimer](#)



ENERGY STAR Certified Televisions

TVs that have earned the ENERGY STAR offer value because they save you money on your energy bills.

HDTVs offer excellent viewing without the added cost of ultra HD. [See more Buying Guidance.](#)



Pricing is from a Sample of Retail Websites



Sorted: lowest to highest price

 [Filter Results](#)

SIGCUS - SGC 19E

18.51Inches | 1080p | 33.1 (kWh/yr)

\$59.40



Best Value Finder Feedback – and other ways to get involved

- We welcome your feedback!
 - Is it challenging to find low cost ENERGY STAR products for your programs?
 - Which product(s) would you like to see added to the Best Value Finder tool?
 - How can we enhance the content on low-income assistance program resources? Would you like to see your program highlighted?
 - Would you be interested in promoting the tool through your program?
- Did you know – here are some other ways to get involved with ENERGY STAR:
 - Ways to Save tips tool
 - Light the Moment campaign



ENERGY STAR Ways to Save RSS Feed

- A web service that provides an ongoing stream of ENERGY STAR branded, energy-saving tips to external web sites that adopt the service. Tips include:
 - All the tips from My ENERGY STAR
 - Content from national product promotions
 - Any and all additional content, as available. No limits!
- Tips can be customized (filtered) by partners based on specific product categories and/or types based on partner interest.
- Each tip includes a link back to energystar.gov.





Example Comps

CADMUS

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Energy Program Planning and Design

Cadmus offers strategic and analytic services to support utility integrated resource planning and program development for electric and natural gas utilities. Our utility clients rely on us to help them meet regulatory requirements and energy-resource standards.

Our multidisciplinary team works with utilities in:

- Assessing long-term technical, economic, and market potential
- Developing robust demand-side management (DSM) portfolios
- Evaluating DSM resource portfolio options
- Designing programs and delivery mechanisms
- Determining measure-, program, and portfolio-level cost-effectiveness.
- Conducting technology assessments and feasibility studies
- Preparing expert testimony and regulatory filings

Cadmus has created some of the most sophisticated tools in the industry designed specifically for the analysis and forecasting of energy-efficiency and demand-response options. Our custom software includes:

- DSM Portfolio Strategist, a tool for calculating potential
- DSM Portfolio Pro, a tool for determining the cost-effectiveness of various options

Power manage my computer and monitor

Enable your computer and monitor to sleep while not in use. Check to ensure your power management settings are activated by following a couple of simple steps. If all U.S. homes power managed computers and monitors, we would prevent more than 13 billion lbs of greenhouse gas emissions.

Choose ENERGY STAR certified light bulbs

Replace 1 incandescent light bulb with an ENERGY STAR certified LED bulb. To get the energy efficiency and performance you expect, always look for the ENERGY STAR label. An ENERGY STAR certified light bulb uses about 70 to 90 percent less energy and lasts 10-25 times longer. Most ENERGY STAR LED bulbs are dimmable. Check the package for more information.

Articles ▾

Presentations ▾

Our Services

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Energy Services

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Data Center Market Characterization and Evaluation

Demand Response Evaluation

Demand-Side Resource Integration

Energy Audits

Energy Efficiency Codes and Standards

Energy Efficiency Evaluation, Measurement, and Verification

Energy Program Planning and Design

Energy Sector Resilience

Load Research & Forecasting

Portfolio Energy Audits

Renewable Energy

Smart Grid Analytics

High Performance Building Consulting

International Development Assistance

Program Management

Regulatory Support

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Strategic Communications

Sustainability Consulting

Training and Technical Assistance

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CADMUS

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In Advocacy Communications
11:00

←
www.crosbymarketing.com/about-us/news-and-views/advocacy-communications-frame-can-best-tool/
☆

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« all news

In Advocacy Communications, a Frame Can be Your Best Tool

by Jeff Rosenberg, MSW

At a policy symposium on a hot-button issue this past election season, I heard a senior government leader say that messaging can make or break public policy. His point: politicians are swayed by a powerfully told story

WAYS TO SAVE TIPS

Power manage my computer and monitor

Enable your computer and monitor to sleep while not in use. Check to ensure your power management settings are activated by following a couple of simple steps. If all U.S. homes power managed computers and monitors, we would prevent more than 13 billion lbs of greenhouse gas emissions.

Stay in touch with Crosby Connects, our e-newsletter.





2018 Light The Moment Promotion

• Tagline / Call-to-Action

- Light the Moment with ENERGY STAR

• Objective

- Broadly encourage all consumers to replace inefficient light bulbs with ENERGY STAR certified LED lighting.
 - Make an emotional, personal connection to incent behavior change.
 - Educate on what makes ENERGY STAR certified lighting the best choice.
- Supplement broad outreach with more targeted outreach to lower-income consumers.
 - Focus messaging on money savings (low-cost, energy savings & high quality – all in one).

• Timing

- Focus outreach in October to leverage lighting seasonality, ENERGY STAR Day (October 30), and the end of daylight savings (November 4).



Light the Moment: 2018 Market Snapshot



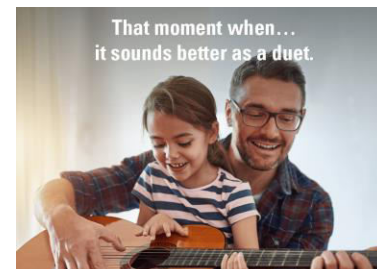
- Despite strong programs, adoption of energy-efficient bulbs is still lagging.
- The good news: more opportunities for ENERGY STAR LED bulbs!
- Opportunities for increased adoption exist mainly among lower income households.
- Manufacturing partners are increasingly coordinating with program sponsors to implement buy-downs at retail that result in rock-bottom prices on ENERGY STAR certified LEDs.
 - L'Image / Dollar Tree
 - GE / Walmart
 - More to come.
- All these factors together = opportunities to grow ENERGY STAR LED sales through connecting lower-income consumers with lower cost bulbs.



LED Lighting

Light the Moment: Promotional Opportunities

- Retail POP (building blocks) and Factsheet.
- Light the Moment Video.
- **New this year:** 30-second ad targeting low-income / Spanish speaking consumers leveraging light the moment altruism; but featuring practical cost savings.
- Digital media:
 - Seasonal “moments” graphics and messaging.
 - Choose a Light tool.
- Retail events toolkit.
- **Notification of Participation:** Due 2 weeks prior to launch date (Mid-October).





ENERGY STAR Contacts & Resources

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Ways to Save Tips web service will be available at:
energystar.gov/waystosavetips

This page will allow users to select preferences related to tips, such as product type.

Product specific selections would provide a custom URL with relevant tip content (ex.

energystar.gov/esapi/tips?category=lightbulbs)