



2003 ENERGY STAR® HOME ELECTRONICS HOLIDAY CAMPAIGN

This year's ENERGY STAR Home Electronics Holiday Campaign will promote "Next Generation Technology" — highlighting the hottest new home electronics products (e.g., HD and plasma TVs, 5.8 GHz phones, etc) and the energy saving features that will benefit the environment for future generations. In short, ENERGY STAR qualified products give the bonus gift of a cleaner environment.

By participating in this campaign, retailers can tap into the broad resources of the ENERGY STAR partner network — including manufacturers, utilities, and governments. This leveraged approach is designed to raise the visibility of these products, drive consumer interest, and deliver sales hooks at a lower cost than if each partner pursued these goals separately.

Many retailers have established commitments to ENERGY STAR qualified products. Extending these activities to home electronics can help deliver a clear message of corporate commitment to the environment and the community. And it strengthens the overall value of ENERGY STAR to consumers — the more ENERGY STAR qualified products you choose, the more you'll save on your utility bills and the more you give to the next generation.

next generation technology 

Home electronics products that have earned the ENERGY STAR® have all the latest technology you're looking for in a fabulous gift. This includes energy-saving technology that helps to preserve our environment for future generations. Click out our full line of ENERGY STAR qualified TVs, DVD players, and stereos this holiday season.

PARTNER LOGO



Give ENERGY STAR qualified home electronics this season. They use less energy and help preserve our environment for future generations.

Products that earn the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the US Environmental Protection Agency and the US Department of Energy.  CHANGE FOR THE BETTER WITH ENERGY STAR

www.energystar.gov

2003 CAMPAIGN AT-A-GLANCE

Timing:	November 28th to January 11th
Campaign Goals:	<ul style="list-style-type: none">• Raise awareness of the ENERGY STAR label on home electronics products• Increase distribution and prominence of ENERGY STAR qualified home electronics within retail environments• Promote energy saving and environmental benefits of all products that have earned the ENERGY STAR
Call To Action:	Give the gift of a cleaner environment
Featured Products:	TVs, DVD players, TV combination units, CD recorders/burners, compact stereo systems, cordless phones

Opportunities for Retailers:

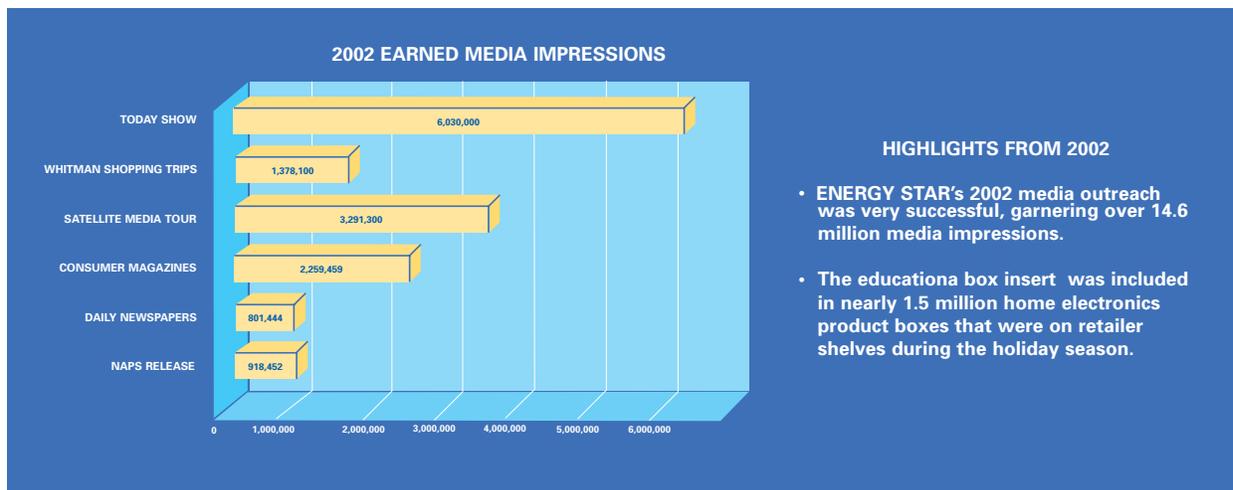
- Partner with others in the ENERGY STAR network to increase market share of ENERGY STAR qualified home electronics while sharing resources toward a common goal
- Leverage campaign marketing materials provided by ENERGY STAR for participants
- Tie high-end products to energy savings and environmental benefits as another product benefit to motivate purchase
- Tap public concern for the next generation, in terms of environmental health, to motivate the sale of energy-efficient ENERGY STAR qualified home electronics

ENERGY STAR Will Provide:

- Cooperative marketing opportunities with leading HE manufacturers and regional program sponsors (last year participants included Panasonic, Philips, Pioneer, Uniden, several utility partners, among others)
- Media outreach to national print and broadcast outlets using an assortment of tactics, which may include co-op advertising, advertorials, a satellite media tour, and holiday shopping visits by the EPA Administrator or another prominent EPA Official
- Outreach to various online home electronics informational resources, “clicks and mortars,” and shop bots
- Sales associate training materials
- Template marketing materials, including advertising and POP materials, web banners and an online gift guide.
- Electronic “Thank you” card to accompany online purchases of qualified products

2003 CAMPAIGN TIMELINE

Mid-May	Participation forms on “Partner Resources” pages
End of May	PR Plan available on “Partner Resources” pages
End of June	Marketing CDs out to partners
End of June	Gift Guide CDs out to partners
Early November	Gift Guide live on energystar.gov
November 28 th	Official campaign start date



For More Information:

To sign up, or discuss specific opportunities for retailers, please contact your ENERGY STAR Account Representative. If you do not know who your Account Representative is, you may contact Chris Cloutier at D&R International. Chris can be reached at (651) 644-4017 or ccloutier@drintl.com.

For additional questions and general information about the ENERGY STAR Home Electronics Holiday Campaign, please contact Denise Minor, US EPA, ENERGY STAR Communications, (202) 564-8978 or via e-mail at minor.denise@epa.gov.

WHAT PARTNERS ARE SAYING ABOUT ENERGY STAR NATIONAL CAMPAIGNS

- “It opened doors for my business.”
- “Participating in a national campaign made it easier to work with regional programs.”