# RESNET ANNUAL CONFERENCE February, 2003



# **ENERGY STAR**

**New Homes Marketing Tools** 

# ENERGY STAR New Homes Marketing Tools



- New Logos
- New Labels
- New Web Site
- New Brochures
- New Ad Partnership
- A Report from Las Vegas

# ENERGY STAR MARKETING TOOLS New Logos: Schedule



- Rolling-out shortly
- Will be available for download from web site
- Extended partner phase-in period (end of 2004)
- All newly-printed EPA materials will feature the new logo

# ENERGY STAR MARKETING TOOLS New Logos: Rationale



- Can be read clearly as ENERGY STAR
- Works better when shrunk down in ads
- Boxed logo more authoritative
- 100% cyan blue for easier printing
- Blue is 'aspirational'
- White-on-black and Gray-scale line art versions also available

# ENERGY STAR MARKETING TOOLS New Logos





**Certification Mark** 



Partner Logo



**Promotional Mark** 



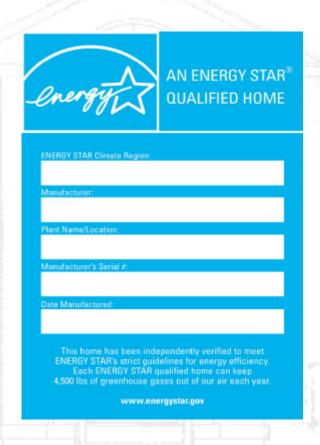


Linkage Phrase Logos

# ENERGY STAR MARKETING TOOLS New Label



- Currently at the Print Shop
- Will work with existing Printing Tool
- Three versions:
  - individually verification
  - sampled verification
  - manufactured homes
- Certificates are still optional



# ENERGY STAR MARKETING TOOLS New Web Site





# ENERGY STAR MARKETING TOOLS New Web Site: Quick Links



#### Partnership Resources

- Partnership Agreement
- Partner and Incentives Locator Tool
- Regional Web Sites

#### Marketing Resources

- ENERGY STAR Logos
- Marketing and Sales Presentations
- Change PSA Campaign

#### Technical Resources

- Builder Option Packages
- Sampling Protocol
- Man. & Systems-Built Housing Guidelines

## ENERGY STAR MARKETING TOOLS New Web Site: Locator Tool



### Locator Tool: (When Operational)

- Lists all active partners, by state and type
- Inactive partners hidden after 12 months with no activity
- Provides hot link to partner web sites, IF they:
  - Display the ENERGY STAR logo
  - Make reference to ENERGY STAR Web site
  - Provide brief information on participation

# ENERGY STAR MARKETING TOOLS New Web Site: Presentations



- Sales and Marketing
- Coming Soon:
  - Verification Options,
  - Increasing Profits with ENERGY STAR
- Evaluating:
   On-Line New Partner
   Orientation



### **ENERGY STAR MARKETING TOOLS New Web Site: Fact Sheets**



Consumer

Builder

АПРА

new Street Start Street,

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# ENERGY STAR MARKETING TOOLS Brochures

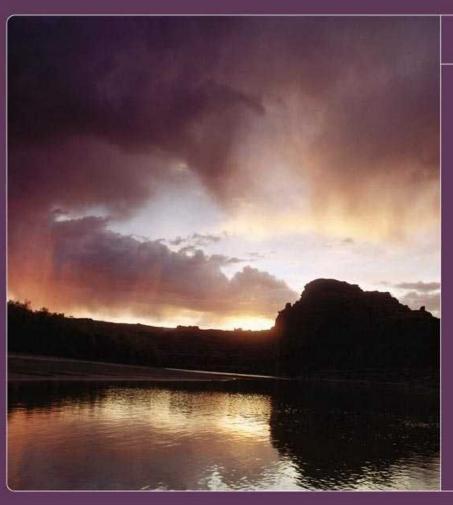


Consumer Information

Builder Recruitment

#### **Consumer Information Brochure**





#### BENEFITS OF OWNING AN ENERGY STAR LABELED HOME

A Label Backed by the Government.—All ENERGY
STAR labeled homes are certified to meet EPAs strict guidelines
for energy efficiency. This exemplary performance is verified
by an independent third party.

Lower Utility Costs—Compared with standard homes, ENERGY STAR labeled homes use substantially less energy for heating, cooling, and hot water heating. Homeowners can expect to save about \$200-\$400 shrually on their utility bills.

More Comfortable/Quieter Homes—The energyefficient features of ENERGY STAR labeled homes keep out 
excessive heat, cold, and noise, and ensure consistent 
temperatures between and across rooms—making these 
homes more comfortable to live in.

Helping to Create a Better Future—By purchasing an ENERGY STAR labeled home, you are joining millions of consumers who have changed to ENERGY STAR, helping our nation reduce our energy needs and building a cleaner environment for the future.

#### HELP PROTECT THE ENVIRONMENT

Did you know that your home can be a greater source of pollution than your car? In fact, 15 percent of all greenhouse gases are generated from the energy used in houses nationwide.

Energy used in our homes often comes from the burning of fossil fuels at power plants, which contributes to a host of air pollution problems, including smog, acid rain, and global warming. Simply put, the less energy we use in our homes, the less air pollution we generate.

Just one ENERGY STAR labeled home can keep 4,500 pounds of greenhouse gases out of our air each year.

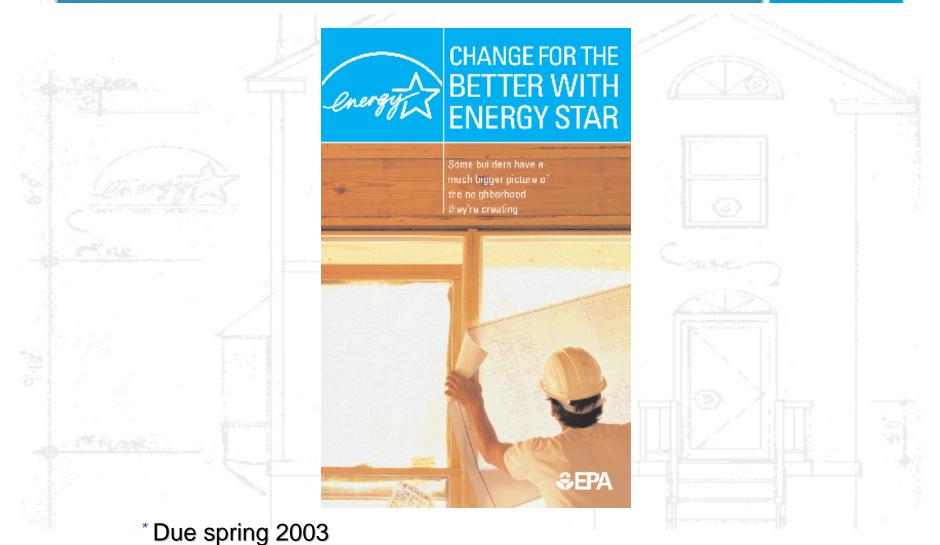
For more information about ENERGY STAR labeled homes, visit www.energystar.gov.

The ENERGY STAR label for new homes is managed by the US Environmental Protection Agency.



**Builder Recruitment Brochure\*** 





# ENERGY STAR MARKETING TOOLS Partner Recognition



100% Builder Commitment



- Builder/Raters (50/150/300+)

- Providers/Sponsors (250/500/1000+)

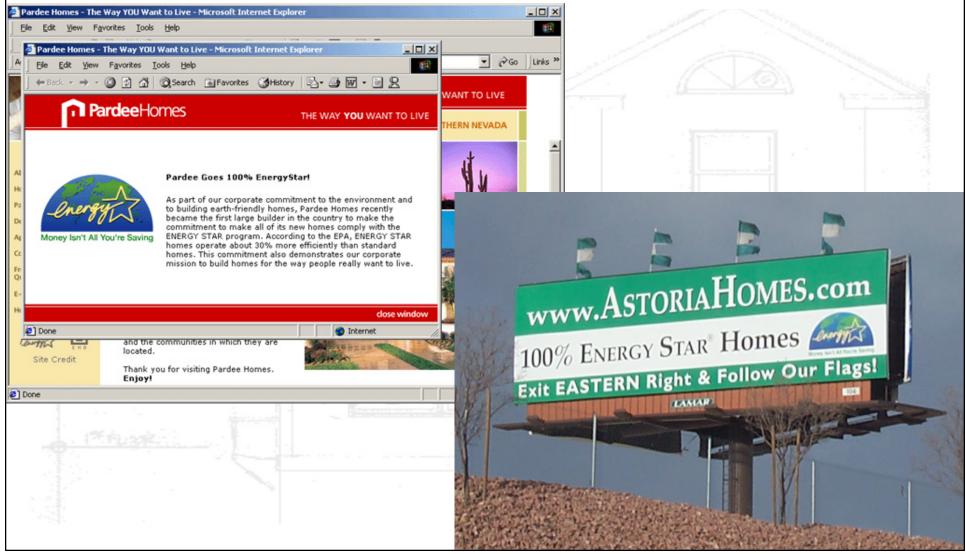
Partner of the Year

- Transforming markets
- Effective marketing w/label



# ENERGY STAR MARKETING TOOLS Marketing 100% Commitment:







### Concept - Give builders a tool to:

Input basic features and cost savings data for their ENERGY STAR homes
Insert their own logo, pictures
Select from library of images
Generate customized consumer materials

**Under Construction** 



Benefits Sheets

Partner logo inserted here.

Here are some of the benefits you will enjoy owning one of our ENERGY STAR labeled homes compared to a minimum code home:

#### Lower monthly costs

Large monthly utility sevings can easily exceed the small increase in monthly mortgage for extra energy leaknes. The result is lower monthly ownership costs the day you move in. For instance, the Carriethory Woods model will byscaid vost \$4.200 less to own!

#### Increased comfort

Look for a comprehensive insulation package, tight construction and high-performance windows to provide more even temperatures and quiet throughout the home.

#### Improved durability

Tight construction practices help keep moisture and the damage it can cause out of the walls and aftir. High-performance windows substitutely reduce suright damage to interior furnishings and trishes. High-efficiency equipment dan last larger and often feature larger warrantee coverage. This can all translate into less maintenance costs down the road.

#### Healthier indoor air

Proper ventilation along with light construction practices work together to block many unwanted pollutants and pests from entening homes, and help reduce the potential for most and mildow problems by avoiding missake problems. The energy efficiency of the homes also means less energy consumption, and therefore deserve or custed as well.

#### A label you can be proud of

Look for the ENERGY STAR label on your new home. It is a great feeing to know that your choice as a homebuyer will contribute to a before future for your family and the enverement. Whether it's the financial benefit of lower home comensting casts, the enjoyment of a more comfortable home, or the benefit of dearer ar inside and out, you can be confident that purchasing an ENERGY STAR labeled home is the right choice.

ENERGY STAR qualified homes not only help protect the environment, they can also provide lower utility bills. Increased comfort, and greater durability.

A new home that has earned the ENERGY STAR meets EPA's strict guidelines for eneefficiency. This exemplary performance is verified by an independent third party.

To learn more, visit www.EnergyStar.gov





Comparison Checklists

Partner logo inserted here. Our ENERGY STAR Labeled Homes Give You More. We Invite You to Compare! **Our Homes** 12 SEER Air Conditioner R-38 Attic & R-19 Wall Insulation Low-E Dual-PAane Windows **Duct Sealing & Insulaton Programmable Thermostat** 3rd Party Testing **Energy Star Label** To learn more, visit www.EnergyStar.gov



Cost Savings
 Information

Partner logo Inserted here.

The [Model Name] has earned the Environmental Protection Agency's ENERGY STAR label meaning it is truly energy efficient. As a result of lower utility bills, you can expect to save:

\$4,500\*

#### Look for these important energy efficiency features:

- Improved insulation that blankets your home in even comfort
- Tight construction that eliminates annoying drafts and potential moisture problems
- Advanced windows that block unwanted sun in the summer while retaining heat in the winter.
- Tight ducts that assure even comfort while improving indoor air quality
- Energy efficient equipment that lasts longer and provides quiet performance

These savings are based on estimated cumulative utility savings over the average home ownership period (8 years) adjusted for 4% price increase over inflation.

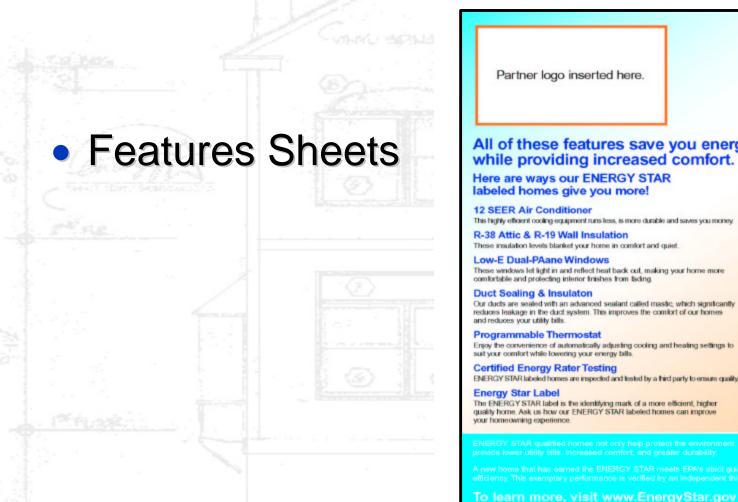
ENERGY STAR qualified homes not only help protect the environment, they can also provide lower utility bills, increased comfort, and greater durability.

A new home that has earned the ENERGY STAR meets EFA's strict guidelines for energ efficiency. This exemplary performance is writing by an independent third party.

To learn more, visit www.EnergyStar.gov







Partner logo inserted here. All of these features save you energy and money while providing increased comfort. Here are ways our ENERGY STAR labeled homes give you more! 12 SEER Air Conditioner This highly efficient cooling equipment runs less, is more durable and saves you money. Insert photo here. R-38 Attic & R-19 Wall Insulation These insulation levels blanket your home in comfort and quiet. Low-E Dual-PAane Windows These windows let light in and reflect heat back out, making your home more comfortable and protecting interior finishes from fading. **Duct Sealing & Insulaton** Insert photo here. Our ducts are sealed with an advanced sealant called mastic, which significantly reduces leakage in the duct system. This improves the comfort of our homes Programmable Thermostat Enjoy the convenience of automatically adjusting cooling and heating settings to suit your comfort while lowering your energy bills. Certified Energy Rater Testing ENERGY STAR labeled homes are inspected and tested by a third party to ensure quality. Insert photo here. The ENERGY STAR label is the identifying mark of a more efficient, higher quality home. Ask us how our ENERGY STAR labeled homes can improve your homeowning experience.

# ENERGY STAR MARKETING TOOLS Advertising Partnership



- Successful 2002 initiative
- 2002 Participants:

Boise, ID

Louisville, KY

Burlington, VT

- New England

Houston, TX

- Oklahoma City, OK

Las Vegas, NV

- Phoenix, AZ

Markets were 'self-selecting' and 'champion-driven'

# **ENERGY STAR MARKETING TOOLS**Advertising Partnership



#### Partners provide:

- Participation from at least 3 partners (at least two of which being builders)
- Funds to run an 8-13 week placement of an EPA-developed ad (or equivalent alternate media plan)

### EPA provides:

- Funds to run a complementary ad
- Customized ad templates for each market (partner names, logos, local web site)

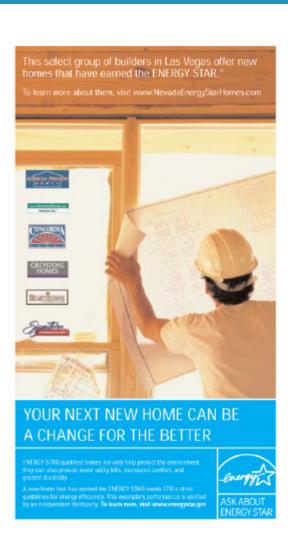
# ENERGY STAR MARKETING TOOLS Advertising Partnership



- New for 2003/Responding to Partner Feedback:
  - New ad creatives and headlines
  - Construction images
  - Varied regional environments
  - New lifestyle images
  - Flexibility to use alternate images
  - Putting builders in a "select" group
  - Increased visibility of local web site
- Additional details and templates at: www.energystar.gov/homes
  - Follow the quick link

## Ad Partnership: Construction Images





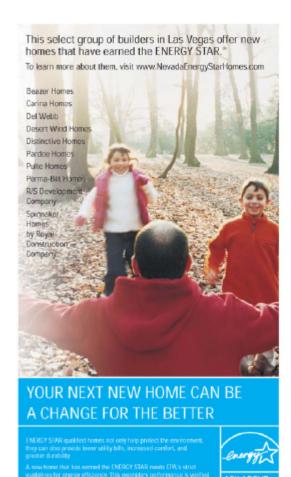
This select group of builders in Las Vegas offer new homes that have earned the ENERGY STAR." To learn more about them, visit www.NevadaEnergyStarHomes.com Beazer Homes Carina Homes Del Webb Desert Wind Homes Distinctive Homes Pardee Homes Pulte Homes Perma-Bilt Homes R/S Development Company Spinnaker Homes by Royal Construction Company **EVERY ENERGY STAR HOME KEEPS** 

4,500 POUNDS OF GREENHOUSE GASES OUT OF OUR AIR EACH YEAR



# ENERGY STAR MARKETING TOOLS Ad Partnership: Environmental Images





This select group of builders in Las Vegas offer new homes that have earned the ENERGY STAR. To learn more about them, visit www.NevadaEnergyStarHomes.com Begger Homes Carina Homes Del Webb Desert Wind Homes Distinctive Homes Pardee Homes Pulte Homes Porma-Bilt Homes R/S Development Company Spinnaker Homes by Roya Construction Company YOUR NEXT NEW HOME CAN BE A CHANGE FOR THE BETTER

## **ENERGY STAR MARKETING TOOLS** Ad Partnership: Environmental Images





This select group of builders in Las Vegas offer new homes that have earned the ENERGY STAR. A CHANGE FOR THE BETTER

#### YOUR NEXT NEW HOME CAN BE



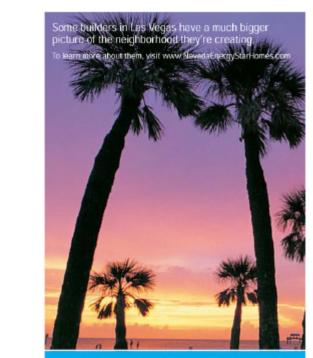






4.500 POUNDS OF GREENHOUSE GASES OUT OF OUR AIR EACH YEAR





**EVERY ENERGY STAR HOME KEEPS** 4,500 POUNDS OF GREENHOUSE GASES OUT OF OUR AIR





### Ad Partnership: Lifestyle Images



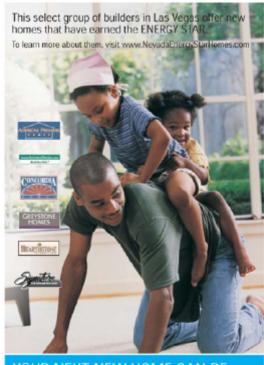


EVERY ENERGY STAR HOME KEEPS 4,500 POUNDS OF GREENHOUSE GASES OUT OF OUR AIR

LNERGY STAR qualified homes not only help protect the environment they can also provide lower utility bills, increased confort, and provider durability.

A newhome that has connect the ENERGY STAR moets EPA's strict guidelines for energy efficiency. This exemplary performance is verified by an independent third party. To beam more visit wasy or programme.





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### Ad Partnership: Lifestyle Images





GASES OUT OF OUR AIR EACH YEAR



YOUR NEXT NEW HOME CAN BE A CHANGE FOR THE BETTER

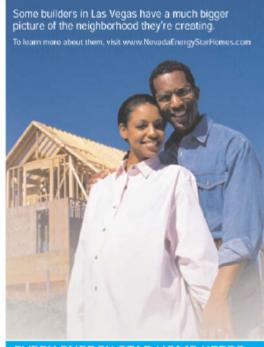
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## Ad Partnership: Lifestyle Images





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EVERY ENERGY STAR HOME KEEPS 4,500 POUNDS OF GREENHOUSE GASES OUT OF OUR AIR EACH YEAR

Some builders in Las Vegas have a much bigger picture of the neighborhood they're creating.

To learn more about them, visit www.NevadaEnergyStarHomes.com

ENERGY STAR qualified homes not only help protect the environment they can also provide lower utility bills, increased comfort, and proofer durability.

A new home that has earned the ENERGY STAR meets EPA's strict, quidelines for energy efficiency. This exemplary performance is verified by an independent find party. To floare more, visit www.energystacom



## **ENERGY STAR MARKETING TOOLS** Ad Partnership: Partner Request Images

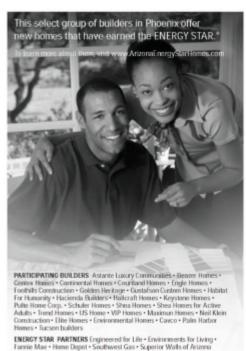




## A CHANGE FOR THE BETTER

A new home that has earned the ENERGY STAR medic SPA's strict outdoined for parts. To item more start turn will nergy Stangon





YOUR NEXT NEW HOME CAN BE A CHANGE FOR THE BETTER



#### Ad Partnership: Horizontal Ads





## YOUR NEXT NEW HOME CAN BE A CHANGE FOR THE BETTER.

A select group of builders in Las Vegas offer new homes that have earned the ENERGY STAR\*.

To learn more about them, visit www.NevadaEnergyStarHomes.com

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# ENERGY STAR MARKETING TOOLS Telling the Story





# ENERGY STAR MARKETING TOOLS Telling the Story



## Telling the story in Las Vegas

- Over 30 ENERGY STAR partners working cooperatively to increase consumer awareness
- Reps. from large and small builders, HERS
   Providers, utilities, others
- Very successful 2002 media campaign/Plans underway for 2003
- Leading the charge are Marcia and Steve Bottfeld from Marketing Solutions and Southern Nevada Homes Guide