

RESNET 2003 ANNUAL CONFERENCE  
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*ENERGY STAR Top 10 List:  
What We Got Right and Wrong  
or  
Crash-and-Burn That Often,  
You Have to Learn Something*

# ENERGY STAR FOR HOMES TOP 10 LIST: WHAT WE GOT RIGHT AND WRONG:



## **#10: Messaging**

### ***Wrong: Link to Marketing Benefits***

- Strong Marketing Program
- Differentiation/Exclusivity
- Label it and they will come

### ***Right: Link to Profitability***

*Builders: More profitable to build energy efficient  
ENERGY STAR makes energy eff. easy to sell*

*Consumers: A better home for lower cost and feel good*

*Allies: Meet business objectives promoting ENERGY STAR*

# ENERGY STAR FOR HOMES TOP 10 LIST: WHAT WE GOT RIGHT AND WRONG:



## ***#9: Initial Strategy***

***Wrong: Focus on tools not used:***

- Home Calc
- Marketing Tool-Kit
- Marketing CD
- Builder Guide
- Consumer Video

***Right: Focus on target markets***

# ENERGY STAR FOR HOMES TOP 10 LIST: WHAT WE GOT RIGHT AND WRONG:



## ***#8: Initial Strategy***

***Wrong: Focus on financing***

***Right: Focus on local champions***

- raters
- utilities
- state administrators

## ENERGY STAR FOR HOMES TOP 10 LIST: WHAT WE GOT RIGHT AND WRONG:



### ***#7: Marketing Support***

***Wrong:*** Committing large resources to single events

***Right:*** Only invest resources where assured frequency of messaging (advertising partnership)

# ENERGY STAR FOR HOMES TOP 10 LIST: WHAT WE GOT RIGHT AND WRONG:



## **#6: Verification**

***Wrong:*** *One verification option:*

- *HERS analysis for measures*
- *Individual field verification*

***Right:*** *Multiple verification options:*

- *HERS analysis or BOP for measures*
- *Individual field ver. or sampling*
- *Manufactured Housing verification*
- *Military Housing*



# ENERGY STAR FOR HOMES TOP 10 LIST: WHAT WE GOT RIGHT AND WRONG:



## ***#5: Labeling***

***Wrong: EPA administered ENERGY STAR Certificates as primary label***

***Right: HERS/BOP Provider administered ENERGY STAR Sticker as primary label with optional certificate***

# ENERGY STAR FOR HOMES TOP 10 LIST: WHAT WE GOT RIGHT AND WRONG:



## **#4: Sales Training**

***Wrong:*** Content (tools not used) ;  
Audience (primarily sales staff)

***Right:*** Content (proven techniques) ;  
Audience (decision-makers first)



# ENERGY STAR FOR HOMES TOP 10 LIST: WHAT WE GOT RIGHT AND WRONG:



## **#3: Web Site**

***Wrong: Buried 'value'***

***Right: Hot links to 'value'***

- locator/incentives
- regional sites
- marketing resources
- technical resources

# ENERGY STAR FOR HOMES TOP 10 LIST: WHAT WE GOT RIGHT AND WRONG:



## ***#2: Partner Recognition***

***Wrong: Limit to few recipients***

*- Partner-of-the-Year*

***Right: Unlimited recognition***

- 100% Commitment*
- Achievement Awards*
- Partner-of-the-Year*

# ENERGY STAR FOR HOMES TOP 10 LIST: WHAT WE GOT RIGHT AND WRONG:



## ***#1: Setting Expectations***

***Wrong: ENERGY STAR is a turn-key 'Brand' solution***

***Right: ENERGY STAR is a strong "marketing platform" , but builders are responsible for integrating with marketing/sales strategies.***