Overview of EPA Marketing Support

- Current Resources
  - Climate Leaders Web Site
    - Partner Profiles – Development Process
  - PSA Campaigns
  - Partner Media Kit
  - Forbes Supplement
- Future Opportunities
  - EPA's role – what can we do better?
  - Working with your PR/marketing departments
  - Co-marketing Tactics
  - Other Outreach Tactics Based on Partner Feedback

Presenting the ‘We’ve Lost’ Climate Leaders PSA Campaign

Marketing Opportunities for Climate Leaders Partners

January 19, 2006

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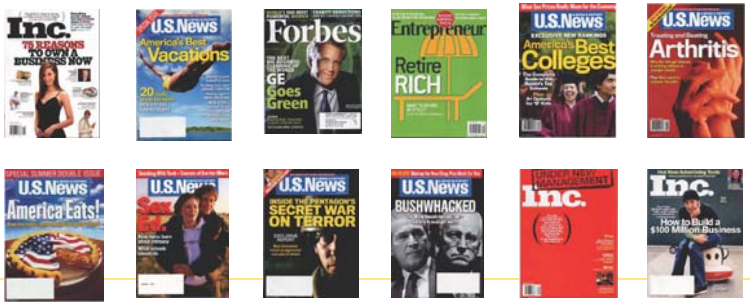
Campaign Overview

- Print PSA ran in a variety of Business & Consumer publications throughout 2005
- Ad Value to Date: $565,512
- Circulation: 4,612,193
- Forbes Supplement extension in 2006



3M
Advanced Micro Devices, Inc.
American Electric Power
Ball Corporation
Bank of America Corporation
Baxter International
Calpine
Caterpillar Inc.
The Collins Companies
Cinergy Corp.
Eastman Kodak Company
Exelon Corporation
First Environment, Inc.
FPL Group, Inc.
Frito Lay, Inc.
Gap Inc.
GE Transportation
General Motors Corporation
Green Mountain Energy Company
Hasbro, Inc.
Holcim (US) Inc.
IBM Corporation
Interface, Inc.
International Paper
Johnson & Johnson
Melaver, Inc.
Miller Brewing Company
National Renewable Energy Laboratory
Norm Thompson Outfitters, Inc.
Pfizer, Inc.
PSEG
Roche Group US Affiliates
SC Johnson
Staples, Inc.
St. Lawrence Cement
United Technologies Corporation
Xerox Corporation

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Marketing Opportunity

- Opportunity to promote your partnership efforts through campaign extensions
  - Tout your achievements
  - Encourage your customers/partners to get involved
  - Offer ways customers can make a difference
- Following are only a few examples of the potential opportunities that could be developed to help achieve your goals
  - External
  - Internal

External Communications

- Sample Tactics
  - Bill Insert
  - Payment Center Counter Signage
  - Web Page/Content
  - Email Newsletter
  - Web Graphic

Internal Communications

- You can make an even larger impact by mobilizing your own internal communities
  - Sample tactics
    - Pay Check Insert
    - Email newsletter
    - Web Page
    - Screen Saver
    - Employee Pledge

Example: Bill Insert

We've taken big steps to help prevent global climate change by committing to significantly reduce our greenhouse gas emissions. By improving how we produce and use energy across all facets of our business, we're helping protect our environment for future generations. So, our loss is everyone's gain. To learn more about our efforts and to make a difference in your world, go to **< Insert Partner appropriate URL here >.**

See other side for information about what you can do at home.

Your logo goes here.

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MAKE YOUR HOME MORE ENERGY EFFICIENT.

ENERGY STAR® can help you do your part to prevent global climate change.

Use ENERGY STAR qualified light bulbs (CFLs)

- Use up to 66% less energy than incandescent bulbs
- Last up to 6-10x longer
- Are available in a variety of shapes and styles

Buy ENERGY STAR qualified appliances

- Clothes washers use 50% less energy and up to 15 gallons less water
- Dishwashers use 25% less energy
- Refrigerators and freezers use 40% less energy
- Room ACs use 10% less energy

Get a professional energy evaluation and make sure your home is properly insulated and sealed.
For more information about products and programs, go to **www.energystar.gov.**

ENERGY STAR

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Example: Payment Center Counter Signage

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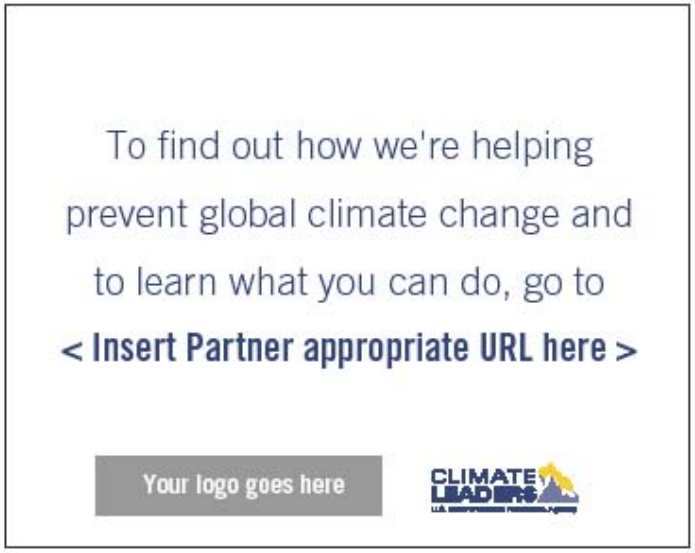
Example: Screen Saver/ Web Graphic

option 2_first screen



option 2_second screen

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Working Together

We want to hear from you

- Are these marketing materials relevant to your business?
  - Are they practical for you to implement?
  - Which do you prefer?
- Would you be interested in doing a co-promotion with other partners?
- Which marketing tactics does your company commonly use?
- What have you done to promote your environmental programs in the past? Has Climate Leaders been a part of these efforts?
- How valuable do you find the Forbes supplement opportunity?

EPA can help you in your efforts

- Act as an extension of your team
  - Provide creative marketing support
  - Liaise directly with your marketing group

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For more information…

- Contact Jim Sullivan (sullivan.jamest@epa.gov) or at 202-343-9241

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