



For Immediate Release
March 17, 2010

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Energy Star Shining Bright? EcoPinion Consumer Survey Points to Challenges Ahead

Americans Seek Evolution of the Energy Star Brand

Washington, DC ... EcoAlign, a strategic marketing agency focused on energy and the environment, released the 7th EcoPinion survey report today entitled, "Energy Star Shining Bright? National Consumer Survey of the Energy Star Brand." The primary purpose for the survey was to test the brand strength of Energy Star with consumers given the increasing importance of the brand to the nation's energy efficiency and environmental goals.

When considering the Energy Star brand, Americans have high awareness (71 percent are either extremely or somewhat aware) and high acceptance (with 82 percent responding that the brand is either extremely important or important).

"The Energy Star brand remains strong, but it may be losing a bit of its edge," stated Jamie Wimberly, EcoAlign's CEO and the author of the report. "There may be issues of differentiation and dilution in an increasingly crowded market focused on energy efficiency, energy savings and environmental messaging."

Other top line findings include:

Energy Star is a Functional Brand: The Energy Star brand is more associated with the functional, e.g., "efficiency" or "savings," than deeper connections to consumer values.

Energy Star is Graying. The importance levels for buying Energy Star household goods and/ or appliances show a 15 percent gap between younger Americans (18 – 34) and older Americans (55+).

Women are a Key Demographic: Women are more attuned to the efficiency value of Energy Star than men, more likely to recommend it, and will share information with friends and family about their Energy Star purchases.

Energy Star is Not Strongly Linked to Protecting the Environment: Very few Americans (4 percent) buy Energy Star products purely out of altruistic motivations to protect the environment.

“It is clear that the brand needs to evolve, with over 90 percent of Americans surveyed being very supportive of a tiered approach, e.g., a gold star, to labeling higher energy efficiency savings,” continued Andrea Fabbri, EcoAlign’s Chief Marketing Officer. “However, there is also a danger of diluting the brand and creating customer confusion with the derivative programs such as Home Star now coming to market.”

A copy of the full EcoPinion report is available **at no charge** by visiting EcoAlign’s website at www.ecoalign.com

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