



AESP Energy Awards  
February 9, 2010

**Outstanding Achievement  
Marketing Communications  
Honorable Mention**

**BE AN ENERGY STAR CAMPAIGN**



**Objective:** Increase consumer awareness for ENERGY STAR® homes. 'Build Better', 'Drive Better' and 'Live Better' were concepts promoted to represent the various aspects of personal lives.

**Description:** 'BE AN ENERGY STAR' contest was piloted in Portland, OR and provided an opportunity for in-depth consumer education and interaction with local green businesses. Innovative partnerships with Toyota Motor Company and Umpqua Bank created synergistic relationships that spanned industries.

**Key Results:** Deemed a huge success from all partners, BE AN ENERGY STAR delivered over 5,000,000 impressions throughout the campaign with a total campaign value of \$590,000. 130 leads for Toyota dealerships and 173 leads to ENERGY STAR home builders were generated.

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