

National Symposium for
Market Transformation

The Power of Branding

Interbrand

Topics for discussion

- What is the benefit of branding?
- How could an individual program benefit from linking to a national brand?
- What types of programs could be best served by linking to a national brand and why?
- What enhanced market value would the ENERGY STAR Program likely experience from broad based participation?
- How can local and national brands best work together?

Branding strategy brings
business strategy to life.

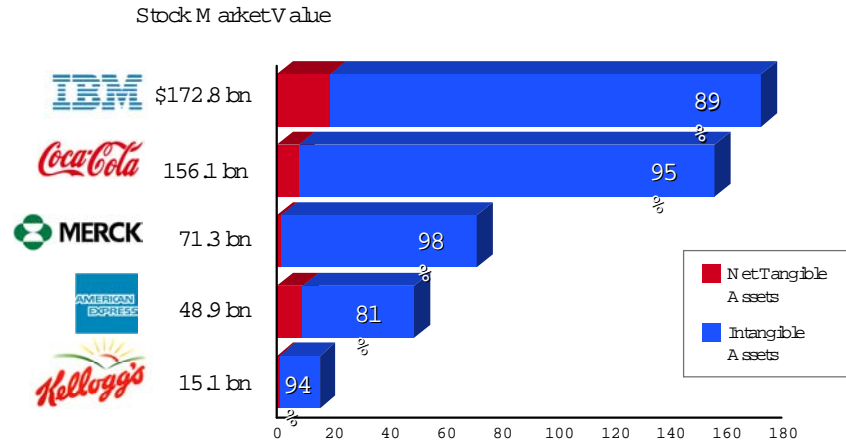
What
is a
brand?



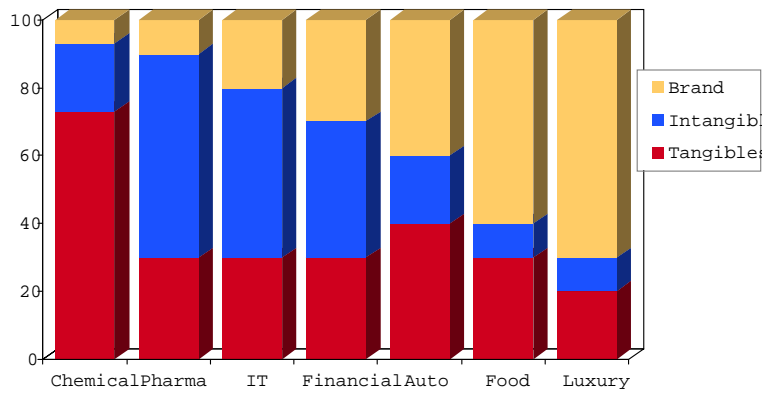
A brand is...
a relationship that
secures future earnings
by securing customer
loyalty

We believe that brands are
precious assets, that when
carefully managed, can
generate substantial value for
their owners.

Why is this important?



Brand as a percentage of value



A national brand
with local
adaptation



Multiple branding challenges

- Highly regarded organization
- Enormous recognition and esteem
- Decentralized structure
- Inconsistent performance
- Inefficient marketing tradition

“tlc”

**LIFE
LINK** | AMERICAN
CANCER
SOCIETY
Give an ounce
for prevention

Maxx | AMERICAN
CANCER
SOCIETY

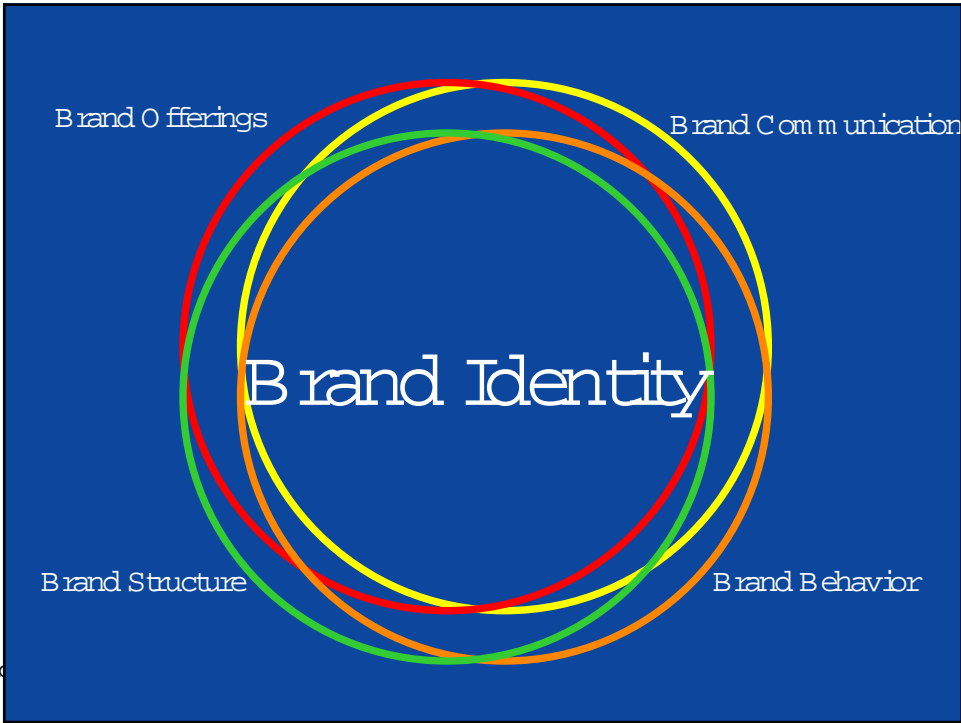
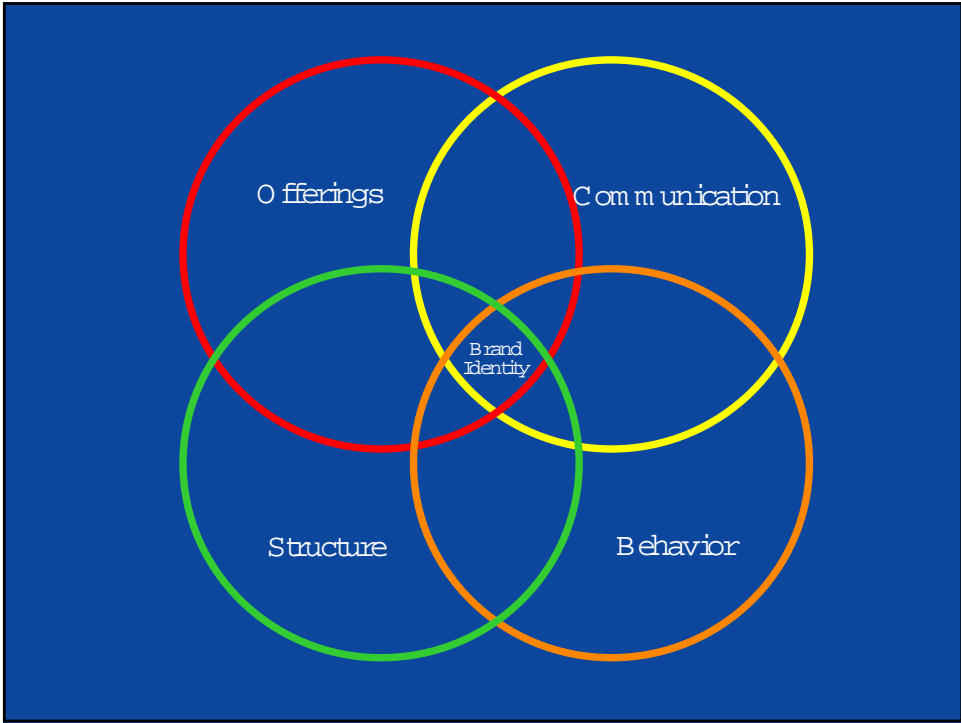


DAFFODIL
D • A • Y • S



AMERICAN
CANCER
SOCIETY
BREAST
CANCER
NETWORK

AMERICAN
CANCER
SOCIETY
golf



ACS Brand Vision

Building relationships that
empower people is the key to
victory over cancer

Brand Values	Expressive Themes
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Influential	Strength
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Inspiring	Spirit
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Leadership	Strength
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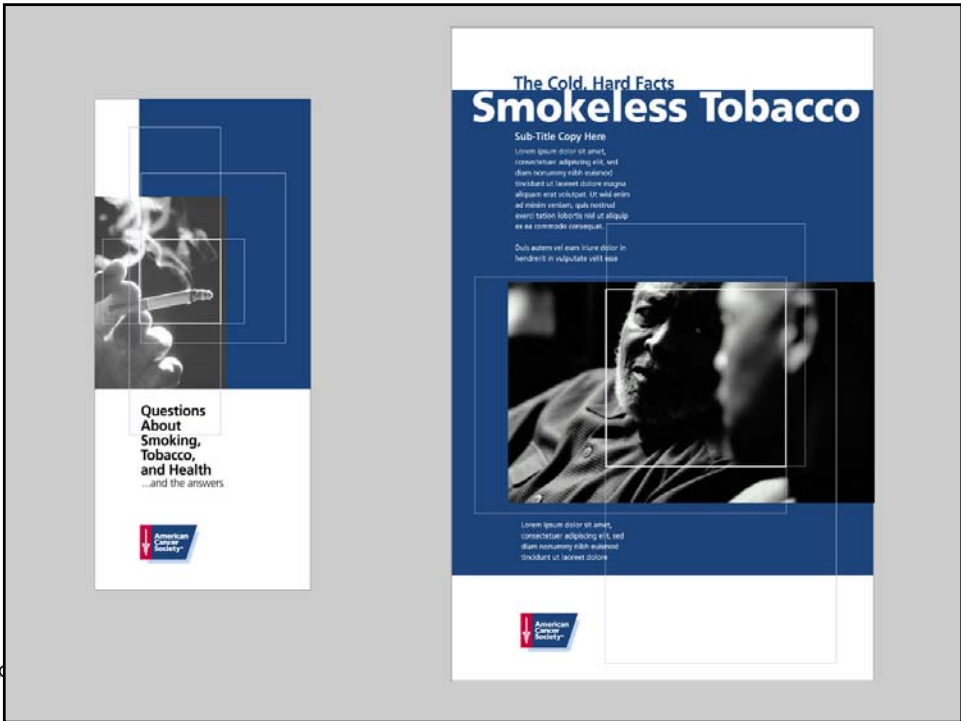
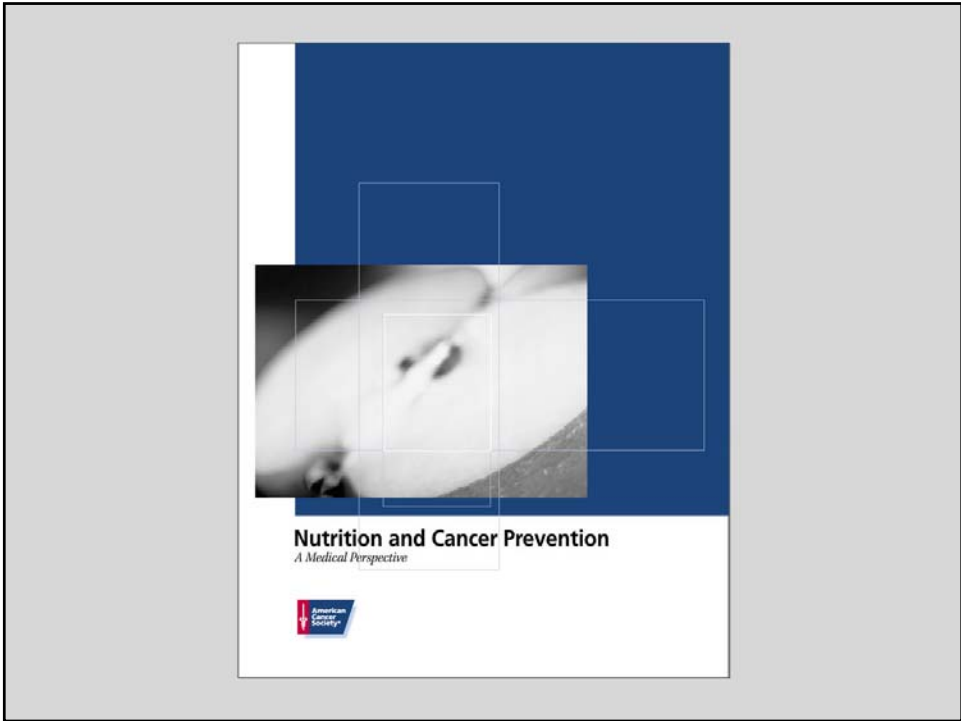
Results-driven	Action
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Signature System





Collateral System



A Series of Educational Courses for People Facing Cancer

Research and Training

Every American Cancer Society Volunteer has a story to tell about why they give their time to the Society. Ask them to share it. You might be surprised with what you hear.

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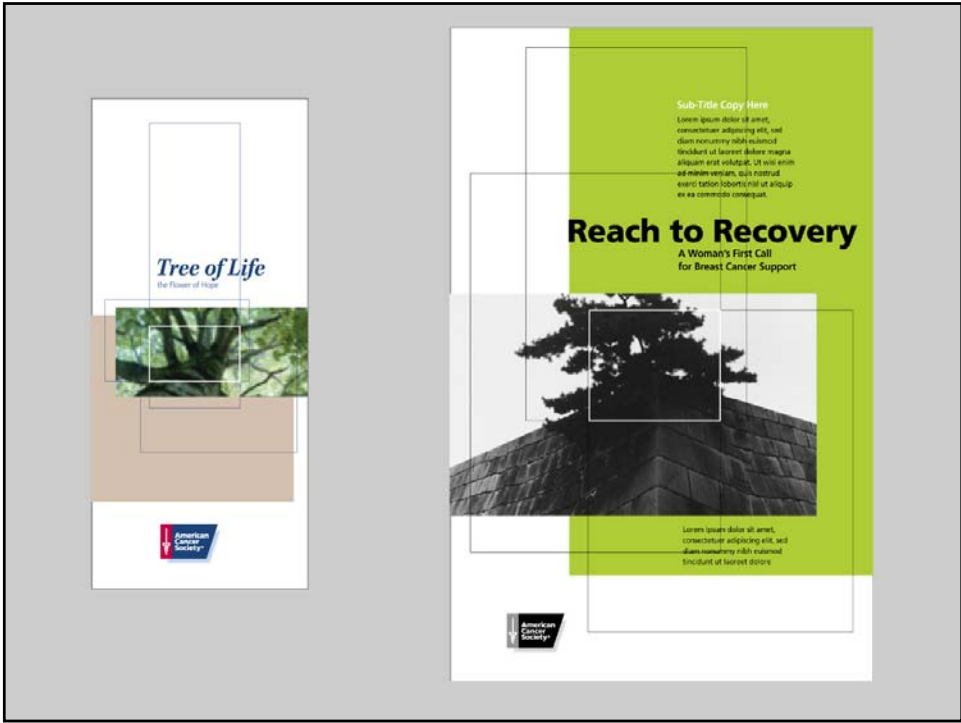
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Program Results

- Wide scale adoption of the program
- Full implementation through electronic communication templates
- 2002 campaign results
 - Double digit participation increase
 - Highest funding performance despite post 9/11 syndrome
 - Increased program awareness
 - Increased brand reputation and esteem as premier organization

Energy Star

Current achievements

- Some Energy Facts
 - 87% of Americans agree with the statement:
 - "I'm very concerned about the environment."
 - 93% state that saving energy helps the environment
 - 72% of adults make a special effort to look for energy efficient products

Current achievements

- Some Energy Star Facts
 - 40% of all Americans recognize the brand mark
 - 95% of recent purchasers are likely to repurchase an Energy Star qualified product in the future
 - 71% of users are likely to recommend Energy Star to a friend
- Energy Star has unqualified success to a point!

The past is no indicator
of future performance.



Shift in definition and
perspective was required.

The ENERGY STAR®
Partnership Protects Our
Environment Through Energy
Efficiency



Look for the Energy Star® label when you make your next purchase.

Energy Star® helps you make energy-efficient choices that save money on your utility bills by using less energy, while still providing you with all the features you want.

Save money, save energy and help protect the environment by purchasing Energy Star® labeled products at Lowe's.

Air conditioning purchase and installation tips to save you energy

- Buy the right size equipment
- Hire a professional for installation
- Lowe's® installs window air conditioning units!

For more tips and tools to help you create a cool and comfortable home, visit Energy Star online at www.energystar.gov

CHANGE FOR THE BETTER WITH ENERGY STAR



40 Pint Dehumidifier \$174
 • 4.0 pint per day • 2.3 cups • dehumidifier system • automatic drain • 12 indicator lights #10425001 #10425001

2.5 Pint Dehumidifier \$139
 • 2.5 pint per day • 1.9 cups • dehumidifier system • 11 speed fan • 12 indicator lights #10425001 #10425001

Window A/C Vinyl Side Panel Kit \$988
 • Replaces old window air conditioning unit • 2 built-in panels and support for 10 speeds • 20" x 12" x 11" #10425001

Light Duty Window A/C Support \$26.96
 • Replaces old window air conditioning unit • 10" x 12" x 11" #10425001

6000 Btu Electronic Air Conditioner \$209 SHARP
 • 11.0 energy efficiency rating • Energy Star® qualified • 3 fan • 3 cooling speeds • 8-level easy remote control • Comfort touch control • 12 hour on/off timer • Library Clear • ultra quiet operation #193129

10,000 Btu Air Conditioner \$269
 • Available exclusively at Lowe's • Energy Star® approved • 12.0 energy efficiency rating #100144

and purchase portable fans and air conditioners online!

We also have a wide selection of Additional Air Conditioners Available

41

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



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

ENERGY STAR qualified homes not only help protect the environment, they can also provide better indoor air quality, less noise, and greater durability.

A new member that has earned the ENERGY STAR label meets EPA's strict guidelines for energy efficiency. This exceptional performance is rewarded by an independent third party. www.energystar.gov



CHANGE FOR THE BETTER WITH ENERGY STAR



Brand is only part of the equation... Frank Dixon will frame additional context.