

CONSUMER ELECTRONICS PILOT PRELIMINARY RESULTS

April 27, 2010



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ComEd partnered with select Best Buy stores (14 locations) to increase the sale of ENERGY STAR® labeled TVs - specifically CEE Tier 3 and Tier 4 TVs

- A \$15 incentive was paid to Best Buy for every Tier 3 and 4 TV (35 models) sold over and above a predetermined baseline from October 2009 to January 2010
- Best Buy used the incentive funds to promote Tier 3 and 4 TVs as well as educate customers on the benefits of ENERGY STAR labeled TVs
 The stores were empowered to decide what form the promotion and
 - education took
- In addition, ComEd paid Best Buy start-up funds of \$25K to be applied towards educating sales staff on the merits of ENERGY STAR labeled TVs and merchandising the POP





Best Buy Store Locations

Store Number	Address	City	State	Zip
Store-306 CRESTWOOD IL	4925 CAL SAG RD	CRESTWOOD	IL	60445
Store-311 BURBANK IL	7600 S CICERO AVE	BURBANK	IL	60459
Store-312 LANSING CALUMET C IL	17151 TORRENCE AVE	LANSING	IL	60438
Store-319 HARLEM AND IRVING IL	4100A N HARLEM AVE	NORRIDGE	IL	60706
Store-320 N RIVERSIDE IL	2358 HARLEM AVE	NORTH RIVERSIDE	IL	60546
Store-322 MELROSE PARK IL	1334 WINSTON PLZ	MELROSE PARK	IL	60160
Store-323 N AVENUE IL	1000 W NORTH AVE	CHICAGO	IL	60622
Store-324 HODGINS/CTRYSIDE IL	11 COUNTRYSIDE PLZ	COUNTRYSIDE	IL	60525
Store-814 BUCKTOWN IL	2100 N ELSTON AVE	CHICAGO	IL	60614
Store-815 CLARK ST IL	2650 N CLARK ST	CHICAGO	IL	60614
Store-1122 87TH AND DAN RYAN IL	8900 S LAFAYETTE AVE	CHICAGO	IL	60620
Store-1142 SOUTH LOOP IL	555 W ROOSEVELT RD	CHICAGO	IL	60607
Store-1381 JOHN HANCOCK CTR IL	875 N MICHIGAN AVE	CHICAGO	IL	60611
Store-1777 KIMBALL & BELMONT IL	3262 W BELMONT AVE	CHICAGO	IL	60618





In-store POP

TV signs and shelf talkers were produced by ComEd and were used to highlight all the "high energy-efficient" TVs

- The signage was a tool for consumers to easily identify these TVs as the most energy-efficient
- The district manager for the participating stores was responsible for putting the POP on display
- The ENERGY STAR lighting field reps audited Best Buy to ensure that POP was in place and applied to the correct models





In-store POP

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Overall Results

Total Units Sold	Baseline units	# of Units over baseline (based on SKU level)	Increase over baseline
8,824	7,232	1,592	22%

Overall Pilot results show a 22 % increase in units sold over established baseline (the projected sales increase was 25%)

Overall Flat panel TV sales were up only 17%, therefore the test models sold at a higher rate – 5%

District 10 Flat panel TV Sales Units				
Period	Overall Units	% Increase		
Q1 2009	25,245			
Q4 2009	29,527	17%		



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- Although it appears the pilot had a 5% lift, it is hard to draw direct correlations from the data with any degree of certainty due to several external factors at play – pricing, promotions, economy, time of year, etc.
- Challenging to get all necessary sales data from the retailer necessary to draw strong conclusions
- Difficult to formally evaluate; likely to fail TRC
- Setting baseline with Best Buy was extremely labor intensive and not likely to be accepted by most retailers
- Moving baseline so always playing "catch-up"
- Since Best Buy won't directionally sell it's harder to push one SKU over another
- While POP proved successful it is hard to drive sales in the electronics category where energy efficiency is a low priority for customers

