



benefit to an individual customer; however, these programs provide limited impetus for long-term structural changes in support of ongoing C&I energy management. This situation presents the energy efficiency community with a significant opportunity to refocus its message and identity to achieve greater market impact. This session will highlight the merits of national branding and provide evidence of the significant benefits experienced by organizations associated with a prominent national brand, ENERGY STAR. A discussion will then be held to entertain questions on branding concepts, explore details of brand valuation, and identify natural linkages to local and regional programs and local brands such as Focus on Energy and Energy \$mart.

*Discussion Topics:*

- 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 industries and/or types of C&I customers might first be targeted by program administrators 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?