



Turn to the experts

# TOTAL COMFORT

NATIONAL ADVERTISING  
DEALER PLAYBOOK 2022





# LET'S MAKE THIS YOUR YEAR

It's no secret that last year was challenging in so many ways. Yet, through it all, you've kept homeowners comfortable and healthier during a time when staying home was more important than ever before.

This year, we're excited to launch our national advertising campaign, which we're calling "Total Comfort." We know that when we partner together, we can amplify our collective marketing message. This campaign is about giving homeowners the flexibility they need to create a healthier, more comfortable home – and equipping you to help them do it! To that end, we're focusing on promoting the Carrier brand on a national level so consumers know about the benefits of a Carrier system before they even contact you.

Be on the lookout for surveys and other invitations from us. We're committed to hearing from you to keep improving our offerings and resources. We also invite you to join our series of webinars, explore videos as they are released and use resources like this playbook to help your business grow in these unprecedented times.

I look forward to meeting you and hearing from more of you this year. And most of all, thank you for your continued support.

Sincerely,

**Kearsten Huddleston**  
Channel Marketing Manager



## *WELCOME TO TOTAL COMFORT*

This year, we're doubling down on advertising efforts to help you get more out of Carrier. We're calling our campaign "Total Comfort" because Carrier provides everything needed to create a healthy home — so you can, too. The Infinity 26 System, Infinity Ductless systems, Whole Home Air Purifiers, the Smart Air Purifier and the Air Monitor offer a complete lineup for total comfort in every home.

This playbook will provide you with an overview of Carrier's national advertising campaign so you can plan accordingly for your own business. It also contains information that will help you develop your local campaigns to be even more effective.

# THE TOTAL COMFORT PRODUCT LINEUP

When we say “Total Comfort,” we mean it. Here are the products we are promoting as being vital to building a complete, healthy home.

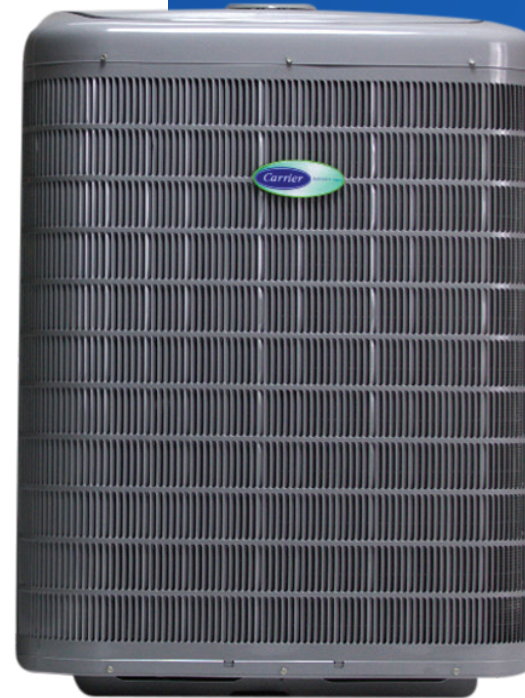
Smart  
Thermostat



Infinity® Whole  
Home Air Purifier



Infinity® Gas Furnace With  
Greenspeed® Intelligence



Infinity® Air Conditioner with  
Greenspeed® Intelligence



Infinity® Ductless  
High Wall Indoor Unit



Smart Room  
Air Purifier

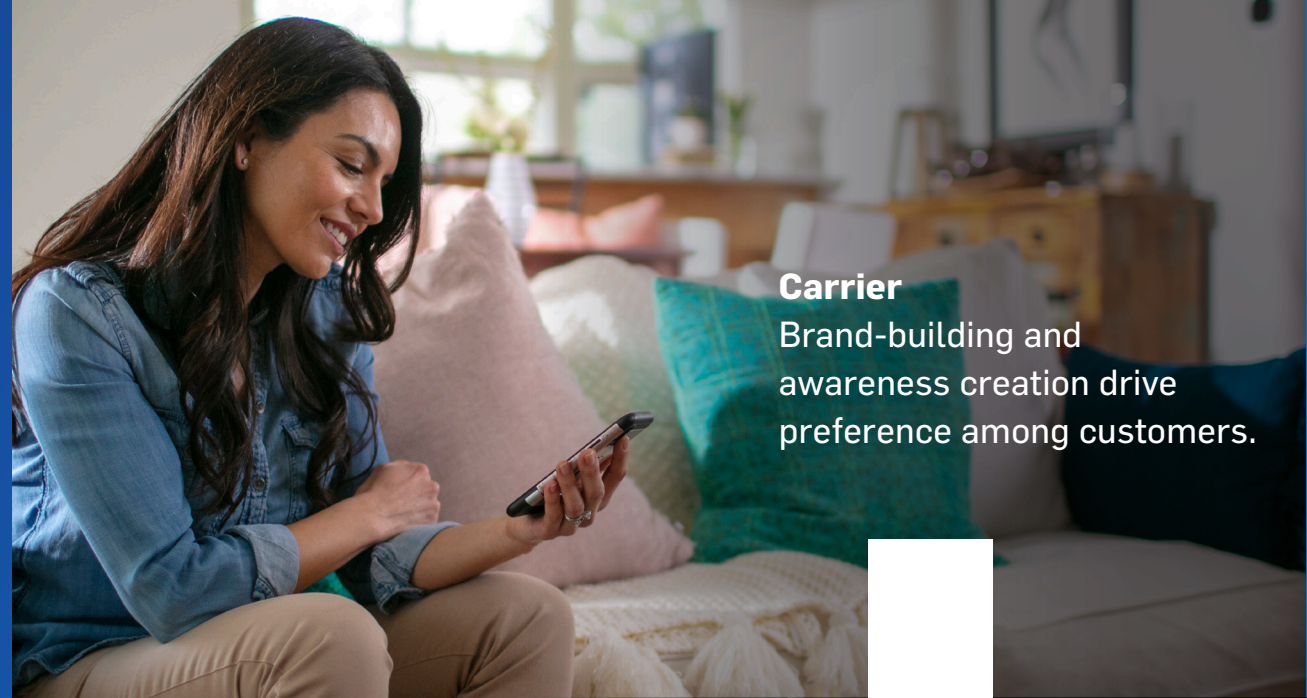


Air Monitor

# WE'RE IN THIS TOGETHER

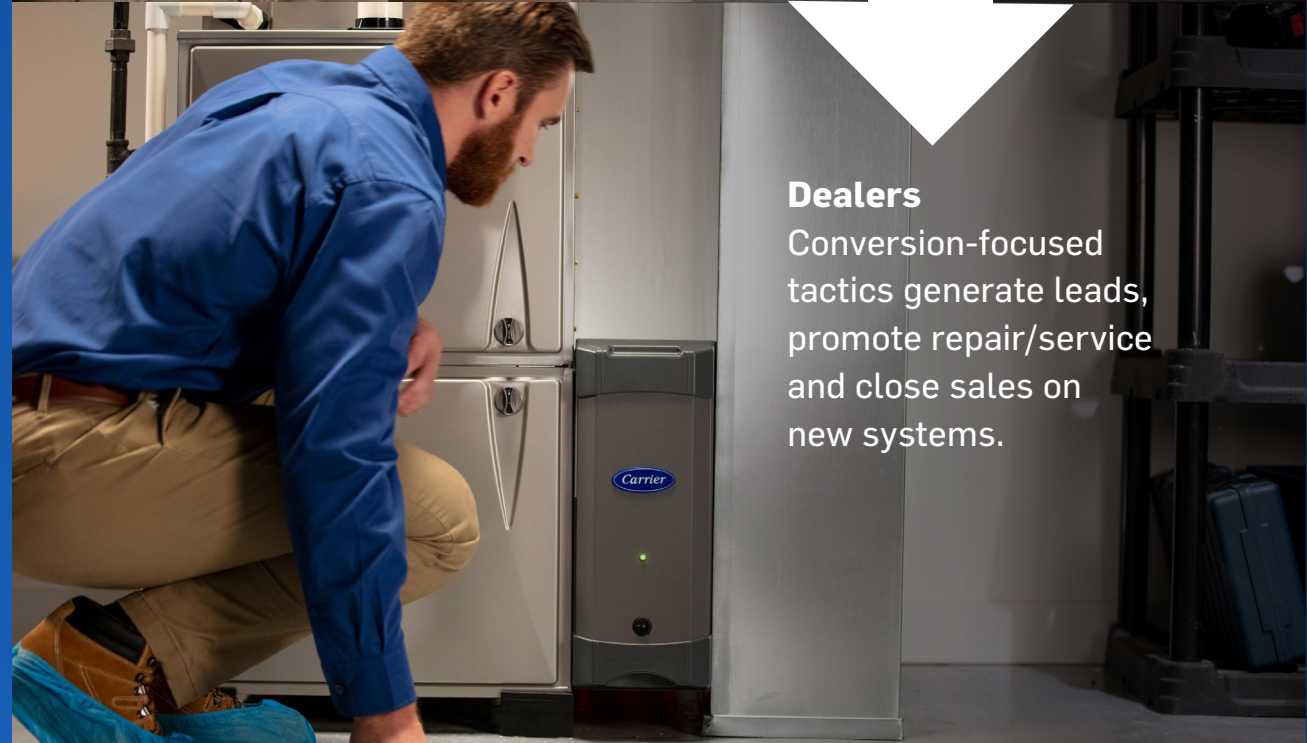
Carrier is here to support you as a dealer. That's why our strategy for 2022 is to place National Advertising in relevant environments that creates awareness and provides an opportunity for you to focus on what you do best: serving your local markets.

Carrier is focused on helping awareness generation of brand and products so your focus can be on scheduling, servicing and installation.



## **Carrier**

Brand-building and awareness creation drive preference among customers.



## **Dealers**

Conversion-focused tactics generate leads, promote repair/service and close sales on new systems.

# OUR CONSUMER FOCUS

While there is a broad spectrum of homeowners out there, we've done a lot of research to identify the most relevant consumer audiences that align well with the Carrier brand. These two groups in particular value what the Carrier brand has to offer. And, most important, they want the expertise of a dealer like you.



## ***ENGAGED SHOPPERS***

Adults, 35–64

Homeowners

\$100K+ HH income

College educated

Engage with brand advertising,  
conduct research, shop around  
and ask for recommendations.



## ***UP AND COMERS***

Adults, 25–39

Homeowners

College educated

Search for information on  
internet, tech savvy and  
environmentally conscious.

# OUR CONSUMER MEDIA BEHAVIOR

Engaged Shoppers are heavy users of most media types, with above-average streaming and social-media usage.



## MEDIA TYPES

MEDIA TYPES	REACH %	INDEX
INTERNET – ANY USAGE	99.6%	102 ➡
STREAMING VIDEO/OTT/CTV	92.3%	111 ⬆
DIGITAL MUSIC SERVICES	51.1%	121 ⬆
SOCIAL MEDIA	90.8%	107 ⬆
TV	89.2%	102 ➡
AM/FM RADIO	64.6%	99 ➡
NEWSPAPERS	21.4%	90 ⬇

This chart shows what percentage of Engaged Shoppers consume each media type (Reach%) and how that compares to the average adult (Index, 100 is average).

## PREFERRED PLATFORMS & CONTENT



# OUR CONSUMER MEDIA BEHAVIOR

Up and Comers consume digital media significantly higher than average, while offline media is not as important in their daily lives.



## MEDIA TYPES

MEDIA TYPES	REACH %	INDEX
INTERNET – ANY USAGE	99.2%	102 ➡
STREAMING VIDEO/OTT/CTV	94.4%	113 ⬆
DIGITAL MUSIC SERVICES	60.2%	143 ⬆
SOCIAL MEDIA	93.5%	111 ⬆
TV	84.7%	97 ➡
AM/FM RADIO	62.8%	96 ➡
NEWSPAPERS	13.9%	58 ⬇

This chart shows what percentage of Up and Comers consume each media type (Reach%) and how that compares to the average adult (Index, 100 is average).

## PREFERRED PLATFORMS & CONTENT



Source: Simmons/MRI Summer 2021

# 2022 ADVERTISING SNAPSHOT

Carrier will be a major player in the home/lifestyle space starting in spring.



Martha Stewart Living by Design  
**SEPTEMBER–MARCH**



Jonathan Scott Partnership  
**JANUARY–JULY**



HGTV Sponsorship  
**APRIL 4–JUNE 25**

## HGTV Partnership

We are excited to continue our national partnership with HGTV that includes unique added-value sponsorships and commercials on both TV and streaming. That means the Carrier brand will be highly visible on one of the country's most watched channels.

- April 4–June 25
- :30 TV schedule across various programming
- Graphic integration within tent-pole series
- Streaming commercials and sponsorships, including Limited Commercial Interruption feature
- Social advertorial video featuring Ductless
- Over 90 million total impressions



## Martha Stewart Living Virtual Home Sponsorship

A custom partnership with Martha Stewart's magazine and a vast home designer social influencer network will showcase four Carrier products inside a virtual home. This puts Carrier in the spotlight in print, digital and social spaces.

- September–March 2022
- Official Healthy Home Sponsor of the Martha Stewart Virtual Home
- Features Infinity A/C, Thermostat, Ductless and Smart Air Purifier
- Includes social influencer and print exposure

[livingbydesignshowhouse.com/home](https://livingbydesignshowhouse.com/home)



INTRODUCING THE FIRST-EVER

LIVING  
BY  
DESIGN

VIRTUAL  
SHOWHOUSE

PRODUCED BY

EMBELLO

NATIONAL MEDIA PARTNER

MARTHA STEWART  
Living

### LAUNCHING SPRING 2022

Join us for an interactive experience that unveils what's new and next in home design. Twenty of today's leading home designers and experts will be creating spaces in the "Living by Design" virtual showhouse, bringing you plenty of fresh, original ideas and new products to discover.

[livingbydesignshowhouse.com](https://livingbydesignshowhouse.com)

## Jonathan Scott Partnership

This A-list celebrity and TV personality is thrilled to be installing a Carrier VRF system in his new home with his partner, Zooey Deschanel. He will be promoting the product through his social channels, magazine and press interviews. This partnership gives Carrier attention on the influencer-marketing level.

- January–July 2022
- Includes social posts; online video episode; Drew + Jonathan Reveal Magazine content; and PR quotes, tips and press releases





## Local Advertising

Your local advertising approach is just as critical as Carrier's National Advertising – which is why we've made strides in 2021 and 2022 to better understand your marketing challenges and needs.

We've facilitated focus groups, conducted multiple surveys and piloted a program that tested the effectiveness of aligning national and local advertising – and we're learning a lot.

The following pages are a result of these learnings, with strategies and content updates that are meant to equip and empower you in your local markets.

# Local Advertising Alignment – Media

When it comes to advertising in your local market, your goals and objectives can determine which tactics you should use. You don't have to choose between one approach or the other. In fact, a combination of tactics is ideal so you can reach your customers at all phases of their purchasing journey.

	DRIVING SELECTION	BUILDING AWARENESS
GOAL	Leads and ultimately trucks in driveways	Building awareness for your business and its alignment with the Carrier brand
STRATEGY	Capture potential customers in moment of need through signals and behavior	Align with home, sports or news content to reach key Carrier target audiences
TACTICS	Paid Search, Email/Mailing Lists, Digital Display Retargeting, Social Media	Local TV and Cable (HGTV, Local Sports Teams, Local News), Radio, Streaming Video and Audio, and Out-Of-Home

# New Content Available

Brand-new photography and new AdKit assets will make co-branded advertising easier than ever.



TV SPOT



:15 SOCIAL



PHOTOGRAPHY



PRINT ADS



DIGITAL ADS



SOCIAL POSTS  
AND CONTENT



VIDEO ASSETS



OUT-OF-HOME

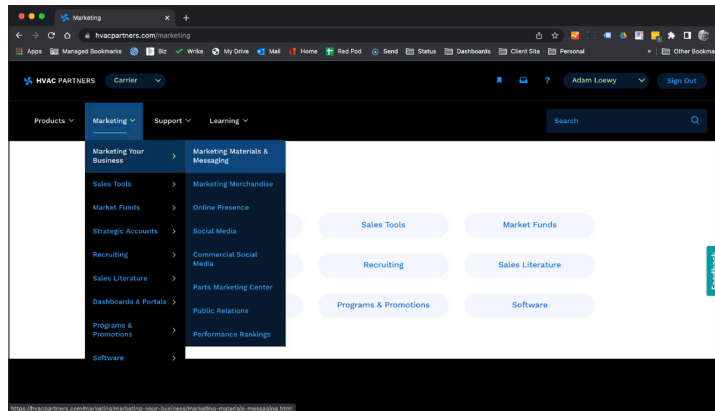
## New Photography

Our latest lifestyle photography will help you position your brand and Carrier as fresh and modern, perfect for your target audience.

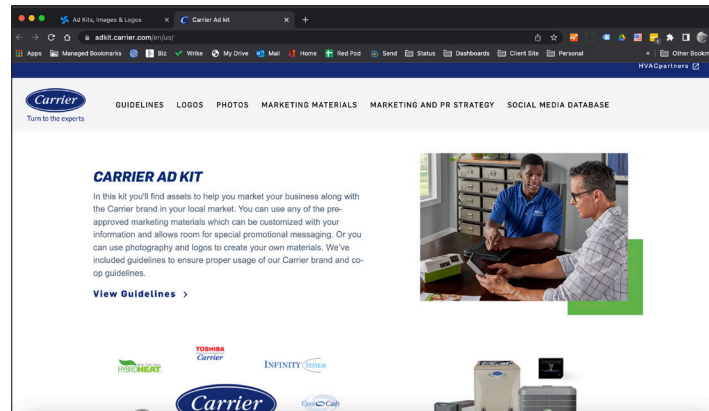


# HVACPartners.com and AdKit

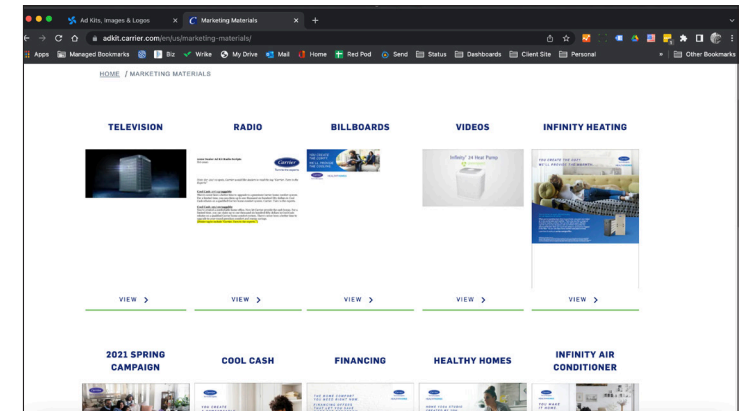
Accessing content to use in your local advertising is easy. In general, nearly any media that strongly identifies the dealer with the Carrier-approved brand logo and tagline is eligible for Market Funds. Market Fund guidelines by media type can be reviewed on page 22 of DOM 306. Please review actions required before publication for eligibility.



1. Log in and go to “Marketing Messages.”  
Select “AdKit.”



2. Browse logos, ads, videos, photography  
and more by selecting “preview.”



3. When you've found what you need, select  
“download” to save the file to your computer.

<https://adkit.carrier.com/en/us/>

## Tech Up Recruitment Program

We are helping to build and empower the next generation of HVAC technicians by giving you the tools you need on HVAC Partners to help recruit technicians. We've got a lot of options you can use to promote job openings – from brochures to job fair content to advertising materials, social content, swag and presentations. We've even set up a website at **[thisishvac.com](https://thisishvac.com)** to help generate additional leads.





Turn to the experts

*WANT TO TALK MORE  
ABOUT CARRIER NATIONAL  
AND LOCAL ADVERTISING?  
**CONTACT US.***

**HVACPARTNERS.COM**

**KEARSTEN.HUDDLESTON@CARRIER.COM**