



Turn to the experts

# TOTAL COMFORT

NATIONAL ADVERTISING DEALER CAMPAIGN 2023



## ***FOCUSED ON SUPPORTING YOU***

Last year was a big one for you and Carrier. We rallied after a year full of challenges we could have never expected, we celebrated at the National Dealer Convention, and we launched Total Comfort, a campaign built around the products and support you provide to your customers every day.

We want to continue this momentum into 2023 by providing even better support to our customers. One way we're doing this is by giving you even more tools to succeed in your market. For starters, we're investing in creating new assets for you to use in your advertising. That includes new photography of products and lifestyle, new assets to support our Tech Up program and even a new commercial. As these advertising assets become available, you will find them in the AdKit.

We'd also like to thank everyone who took full advantage of last year's marketing materials and gave us feedback. We heard you, and we're excited for you to see how we've implemented your feedback.

As always, please reach out anytime. We want to be a strong, valuable partner to you. Hearing from you is the most effective way to make sure we're giving you the support you need to keep you customers totally comfortable and totally happy.

**Sincerely,**

**Kearsten Huddleston**  
**Channel Marketing Manager**



## ***TOTAL COMFORT. TOTALLY HAPPY.***

With last year's launch of Total Comfort came a lot of excitement. We focused on providing homeowners with a full spectrum of comfort products that would make living spaces more comfortable.

This year, we're building on that momentum and focusing on the ultimate benefit of having a totally comfortable home: happiness. Through new advertising materials – including a new commercial for our brand, the ductless product and more – we will feature innovative products that make any home a happy one.

# THE TOTAL COMFORT PRODUCT LINEUP

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



Performance™ Series  
Air Conditioner/Heat Pump  
With IntelliSense™

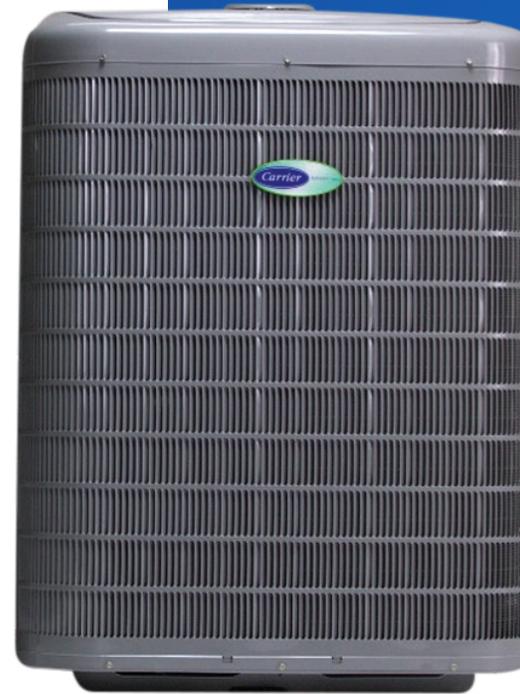
Smart  
Thermostat



Infinity®  
Whole Home  
Air Purifier



Infinity® Gas Furnace  
With Greenspeed®  
Intelligence



Infinity® Air Conditioner/Heat Pump  
With Greenspeed® Intelligence



Infinity® Ductless  
High Wall Indoor Unit



Smart Room  
Air Purifier

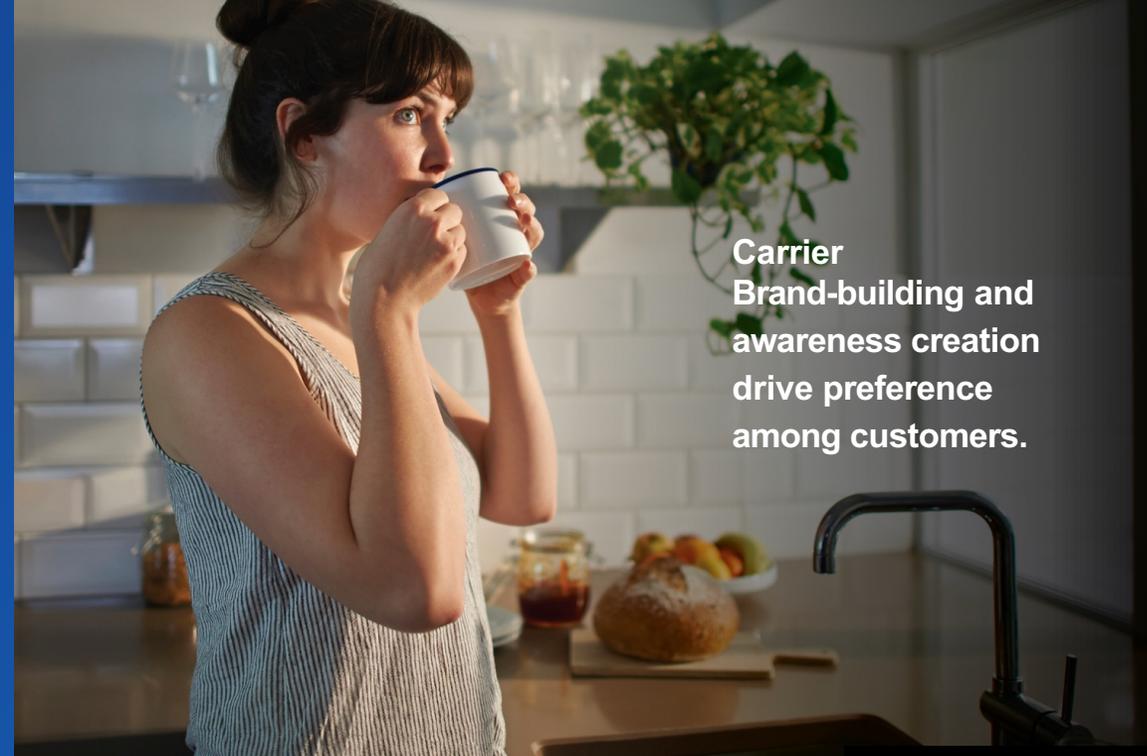


Air Monitor

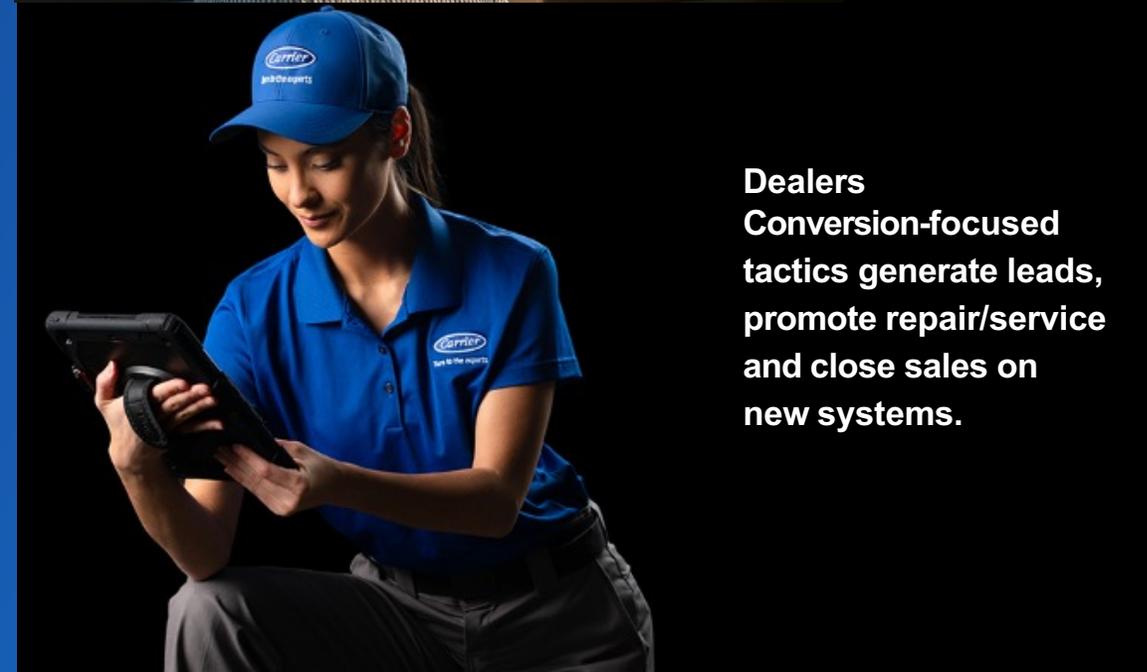
# ***WE'RE IN THIS TOGETHER***

Carrier is here to support you as a dealer. That's why our strategy for 2023 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.



## **UP AND COMERS**

**Adults, 25–39**

**Homeowners**

**College educated**

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



## **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



Usage		
Media	Reach %	Index
Social Media	92%	109
Follow Influencers on Social Media	29%	147
Streaming Video	93%	111
Streaming Audio	82%	123
Gaming (Online/Console)	57%	114
TV	83%	94
Radio	64%	98
Newspaper	18%	83
Magazine	88%	101

## PREFERRED MEDIA



Source: MRI/Simmons Fall 2022

# Engaged Shoppers



Usage		
Media	Reach %	Index
Social Media	89%	105
Follow Influencers on Social Media	14%	72
Streaming Video	90%	107
Streaming Audio	75%	113
Gaming (Online/Console)	43%	87
TV	92%	104
Radio	66%	103
Newspaper	10%	46
Magazine	89%	102

## PREFERRED MEDIA



Source: MRI/Simmons Fall 2022

# Total Comfort National Campaign 2023



**Q2**  
In-stream and in-feed video ads  
Behavioral, contextual, keyword targeting  
Brand lift study  
Over 4 million video views



**Millennial Impact Sponsorship**  
Blogs, social media, influencer and print

**Vision House Sponsor**  
Product installation, Tim O'Brien testimonials, blogs, video and print



**Jonathan Scott VRF Install in NYC**  
Video, social media, press release  
Possible *Architectural Digest* exposure



## Local Advertising

Your local advertising approach is just as critical as Carrier's National Advertising – which is why we continue to make strides in 2023 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 need 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 journeys.

	<b>DRIVING SELECTION</b>	<b>BUILDING AWARENESS</b>
<b>GOAL</b>	Leads and ultimately trucks in driveways	Building awareness for your business and its alignment with the Carrier brand
<b>STRATEGY</b>	Capture potential customers in moment of need through signals and behavior	Align with home, sports or news content to reach key Carrier target audiences
<b>TACTICS</b>	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, Out-Of-Home

# New Content Available

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



**TV SPOT**



**:15 SOCIAL**



**PHOTOGRAPHY**



**PRINT ADS**



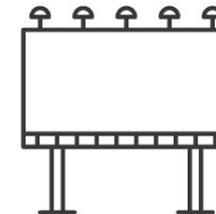
**DIGITAL ADS**



**SOCIAL POSTS  
AND CONTENT**



**VIDEO ASSETS**



**OUT-OF-HOME**

## New Photography

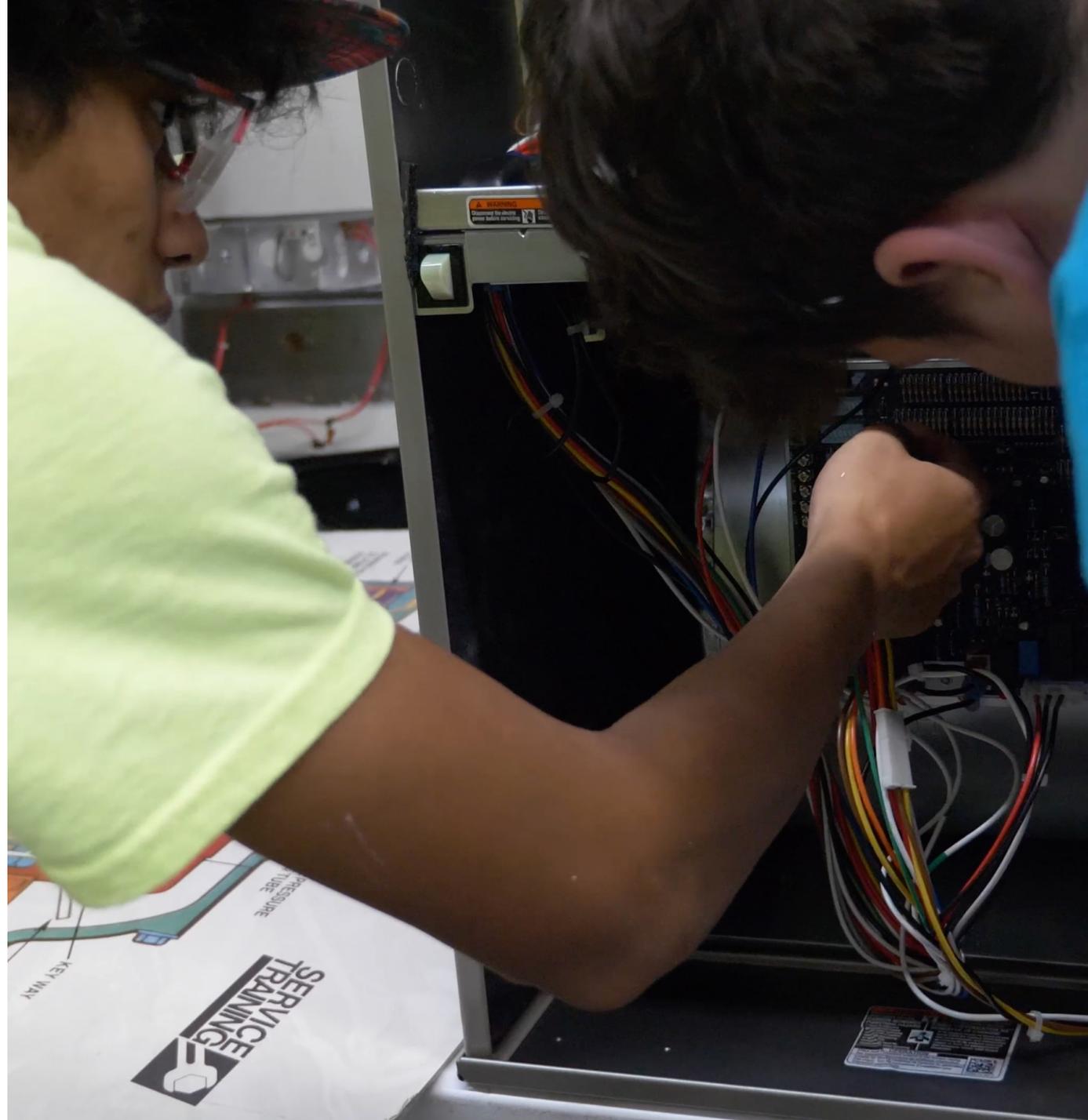
As part of our 2023 campaign, we are creating new lifestyle photography that will ladder up to other assets like TV, social and online video. Keep a look out for the new photography, coming soon.





## Tech Up Recruitment Program

For years now, we have made it our mission to build and empower the next generation of HVAC technicians by giving you the tools you need on HVAC Partners to help recruit technicians. To build on the assets you've had for this program in years past, we've created new content. We've refreshed our Tech Up message with a new :30 commercial, corresponding photography and three new videos you can use on social media.



## InteliSense™

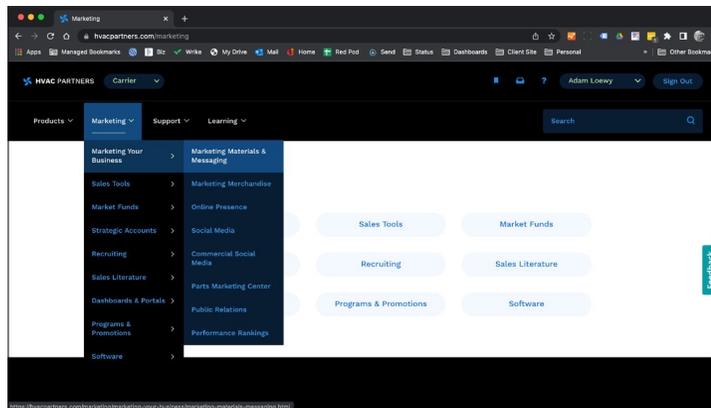
As you probably already know, InteliSense™ is launching on Performance™ series products. It will help you and your technicians deliver unrivaled customer service.

To support this launch, we've created new assets, including photography and selling guides, which can be found on [HVACPartners.com](https://www.hvacpartners.com).

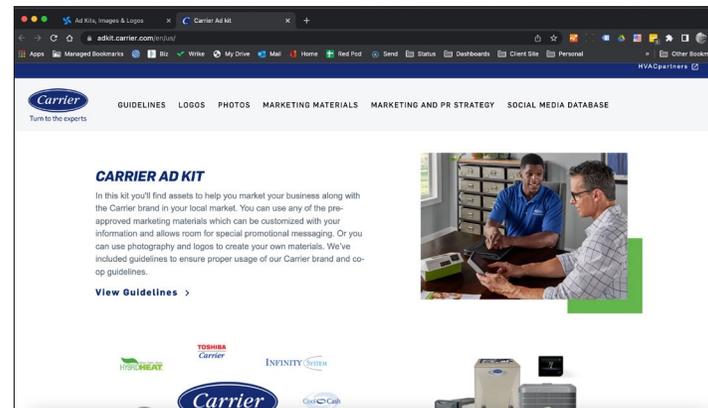


# HVACPartners.com and AdKit

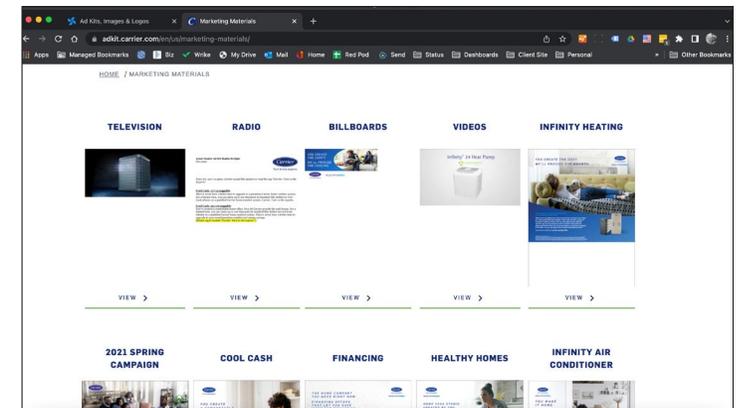
Accessing content to use in your local advertising is easy. In general, nearly any media that strongly identifies the dealer with the Carrier-approved brand logo and tagline is eligible for Market Funds. Market Fund guidelines by media type can be reviewed on page 22 of DOM 306. Please review actions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

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

**HVACPARTNERS.COM**

**[KEARSTEN.HUDDLESTON@CARRIER.COM](mailto:KEARSTEN.HUDDLESTON@CARRIER.COM)**