

Bryant Co-op Advertising Guidelines



The Bryant logotype, brand name and associated trademarks are valuable assets. They help consumers identify our products and services. They stand for quality, reliability, value and trust. In short, they help build sales.

To help you make the most of these assets in building your business, we have developed advertising materials. Many of these materials use a headline construction built around the word "Whatever," which is part of our advertising tagline: Whatever It Takes.™

When used in a sentence, "Whatever" often denotes a broad range. By adopting this headline construction in the advertising materials, we are able to set up a wide series of heating and cooling challenges and then position you — the Bryant dealer — as the hero who can solve them. Please customize these materials in the appropriate areas with your image and brand logo. We provide guidelines for these modifications on nearly every page of the ad kit.

Auditing

The amount of dealer co-op allowance you have is governed by your distributor and the type of advertising you choose to do. In order to receive co-op reimbursement, you must adhere to certain brand guidelines and obtain prior approvals when called for. This is especially true of any locally produced advertisements. However, no prior approval is necessary when a dealer uses (with allowable modifications only) any materials published in the current Bryant ad kit.

Please contact your distributor for more information regarding the approval process of creative materials and dispersal of co-op advertising funds. If you choose to create your own materials locally and intend to seek co-op funds, you must receive authorization prior to running the ad.

Allowable Expenses

In general, nearly any media that strongly identifies the dealer with the brand is allowed. The term "media" refers to costs to broadcast, replicate and distribute print materials or purchase space. Media commissions are allowed only for media planning and other activities directly related to the placement of TV, radio and online media.

All of the below require the use of the Bryant-approved brand logo and tagline. Other rules may apply (see Appendix A). Contact the Bryant Channel Marketing Manager to review eligibility of other media opportunities not noted in the list of Consumer Media Spend.

Media:

1. **50/50 cost sharing** examples of media that identify the distributor and / or dealer with the brand include, but are not limited to:

- Costs for creative writing, design or other production costs associated with the creation of advertisements or video (TV, online, social). Radio tags for broadcast social media agency management fees, YouTube video or channel production fees (requires preapproval by RSM or Channel Marketing Manager and should be limited to local production that focuses on dealer services and Bryant branded.)
- Online media (includes agency fees for media buying support):
 - Search Engine Marketing (SEM)
 - Pay-per-click on Google, Bing, etc.
 - Landing pages must have Bryant branding preset
 - Digital display i.e., banner ads or native ads
 - Paid Social
 - Online video: OTT, pre-roll, connected TV
 - Audio Streaming: Pandora, Spotify, etc.
 - Email marketing programs
 - Text message marketing, including agency management fees
 - Google Guarantee internet directory listings, Yelp or Google® my Business
- Broadcast Media:
 - Broadcast or cable television advertising
 - Sponsorship of local TV or radio shows
 - Gas station signage or TV
 - Links to all the checklist items
 - Radio advertising (Reference Requirement Checklist by Media Type for tagline requirements)
- Misc. / Print:
 - Print advertising such as local magazine, newspaper or newspaper inserts (FSIs)
 - Dealer direct mail, including printing and postage
 - Print and online yellow pages advertising
 - Phone-on-hold messaging that includes the Bryant name
 - Distributor training fee of \$25/course
 - Business cards
 - Tech Up advertising and marketing materials
- Out of Home (OOH):
 - Door hanger advertising (printing and distribution costs)
 - Custom dealer marketing tools, such as yard signs, stickers and / or magnets
 - Billboards
 - Public bus billboards and ads
 - Public bench ads, bike advertising or transportation advertising

- o Stadium or arena signage
- o Sports sponsorships

Merchandising

50/50 cost sharing merchandising that includes the approved logo and tagline and identifies the distributor and / or dealer with Bryant brand are allowed. Examples of merchandising items would include, but are not limited to:

- The purchase of Bryant-produced consumer literature
- The purchase of dealer-designed consumer literature
 - o As a reminder, all “Consumer” expenditures must be reviewed and approved by distributor prior to broadcast, launch or other distribution methods unless materials used are from the Bryant ad kit. For approvals, distributors shall ensure materials meet the requirements outlined in this DOM and also align with the Bryant brand guidelines document
- Dealer truck decals
- Jobsite signs
- Dealer business signage
- Dealer identification items, such as Bryant-branded casual wear used in normal business operations and business / service decals
- Purchased dealer uniforms, including branded patches when purchased from the Bryant national provider (excluding cleaning services on purchased uniforms). No rented uniforms will be eligible
- Dealer home shows, retail store kiosks and shopping mall kiosks featuring Bryant products prominently displayed. Includes booth cost, equipment cost at 50% of value and brochure printing costs, all of which must clearly identify the brand
- Youth sports sponsorships are eligible so long as activity begins within the same calendar year as the contract is signed (example: contract signed in April 2025, but season doesn’t start until September 2025)

*Exception – only requires the Bryant logo (Whatever It Takes logo not required)

All of the above require the use of the Bryant-approved **brand logo and tagline**. Contact the RSM to review eligibility of other opportunities not noted in the above list for “Consumer” merchandising spend.




3.Examples of consumer support spend items that are eligible to be covered 100%:

- Internet Marketing/Websites/Blogs
 - o Search Engine Optimization (SEO) (including agency fees for media buying support)
 - o Website development fees (including copy writing and annual support costs such as hosting or content management fees)
 - o Approved internet marketing vendor fees (see preferred vendor list on HVACpartners)
 - o Ratings and Reviews marketing vendor fees

4. Examples of **non-qualifying items** include, but are not limited to:

- Any materials that violate any of the Co-op Advertising Guidelines and Logo Guidelines as outlined in the Bryant current year ad kit
- Any advertisements or merchandising that display competitive items, equipment, brand names, etc., including mentions of any non-Bryant IAQ and control products
- Items not associated with the promotion of the Bryant brand

Appendix A Consumer Requirements

<p>Brand logo = Bryant Heating & Cooling Systems logo (shown at right).</p>		
<p>FAD logo can be used in place of the brand logo for co-op. All other co-op guidelines must be followed.</p>		
<p>FAD logo with “Satisfaction Guaranteed” tagline does not require the “Whatever It Takes” tagline.</p>		
<p>Tagline = “Whatever It Takes” tagline (either option shown to the right is allowed).</p>	<p>A) B)</p>	<p>WHATEVER IT TAKES.®</p> <p>WHATEVER IT TAKES.®</p>

ecobee co-branded thermostats are eligible for Co-op providing the following:

- When referring to the product in copy, “Powered by Bryant” must be used.
 - Example: “ecobee thermostats Powered by Bryant”
- Product images of the thermostats must include the “powered by” with Bryant shield, as depicted here:



Tech Up-branded materials used for technician recruitment are eligible for Co-op provided that they include the Tech Up Powered by Bryant logo. The Bryant logo is not required when the Tech Up Powered by Bryant logo is used.



Requirement Checklist by Media Type		
Media	Actions required BEFORE publication	Documents required for APPROVAL SUBMISSION
Allowed: Site development and monthly hosting fees	<ol style="list-style-type: none"> 1) Prominently feature Bryant logo with tagline on home page (logos appearing in photos are not considered sufficient) 2) List Bryant products and show Bryant images exclusively. (Exception: BFAD websites may display competitive logo or name when referencing brands serviced. Non-FAD websites may note by competitive name (no logos) all brands serviced. 	<ol style="list-style-type: none"> 1) Vendor contract or invoice URL of website 2) Pre-approval confirmation
Online SEO/SEM and targeted advertising including ad media buy, agency management fees and costs for creative writing, design or other production costs	<ol style="list-style-type: none"> 1) Internet banner ads must prominently display brand logo with tagline 2) Copy-only based ads must include the use of the Bryant brand name <i>Pre-approval required unless using ad kit materials</i> 	<ol style="list-style-type: none"> 1) Vendor contract or invoice 2) Print out of advertisement URL of landing website 3) Pre-approval confirmation if dealer produced
Mobile Allowed: Ad media buy, agency management fees and costs for creative writing, design or other production costs	<ol style="list-style-type: none"> 1) Visual ads must prominently display brand logo 2) Copy-only based ads must include the use of the Bryant brand name <i>Pre-approval required unless using ad kit materials</i> 	<ol style="list-style-type: none"> 1) Vendor contract or invoice 2) Print out of advertisement 3) Phone number and connects to approval confirmation if dealer produced

<p>Social Media Allowed: Agency management fees and local video production for social media use</p>	<ol style="list-style-type: none"> 1) Twitter and like feeds must mention Bryant brand name 2) Social media pages must feature Bryant logo with tagline in cover photo/header 3) Post graphics and videos must include the Bryant brand logo 4) Videos require preapproval of script and storyboard 	<ol style="list-style-type: none"> 1) Vendor contract or invoice 2) Printout of Facebook or other landing site of the social campaign
<p>TV / Cable Allowed: Ad media buy, agency media commissions and costs creative writing, design or other production costs</p>	<ol style="list-style-type: none"> 1) All ads must prominently feature Bryant logo with tagline 2) Commercials greater than 30 seconds must also audibly mention brand name and "Whatever It Takes" tagline 3) Commercials :10 to :15 seconds must also audibly mention brand name 4) Commercials :10 seconds or less (e.g., Time & Temp ads) do not require audible mention of brand or tagline but must prominently feature brand logo with tagline. 5) commercials with no voiceover, Bryant products must be shown along with 	<ol style="list-style-type: none"> 1) Month end invoice from the station 2) Script and matching to invoice-may reference ad 3) Pre-approval confirmation if dealer produced 4) Media commissions must be on invoice from media vendor and must be a separate line item. Creative development and production fees cannot be funded with media commissions. Media commissions should not exceed 17% of the total media cost for reimbursement

	<p>prominently displaying the Bryant logo with tagline <i>Pre-approval of script required unless using ad kit materials</i></p>	
<p>Radio Allowed: Ad media buy, agency media commissions and costs for creative writing, design, or other production costs</p>	<ol style="list-style-type: none"> 1) Spots greater than :15 seconds must mention brand name with "Whatever It Takes" tagline 2) Spots:15 seconds or less must audibly mention Bryant <p><i>Pre-approval of script required unless using ad kit materials</i></p>	<ol style="list-style-type: none"> 1) Month-end invoice from the station Script and matching to invoice – may reference ad ID# 2) Pre-approval confirmation if dealer produced 3) Media commissions must be on invoice from media vendor and must be a separate line item. Creative development and production fees cannot be funded with media commissions. Media commissions should not exceed 17% of the total media cost for reimbursement

<p>TV and Radio Program Sponsorships Allowed: Sponsorship and product costs</p>	<p>1) Bryant brand name must be prominently mentioned 2) Any visual materials featuring dealer must include the Bryant logo with tagline</p>	<p>1) Month-end invoice from the station Script and matching to invoice – may reference ad ID# 2) Pre-approval confirmation if dealer produced 3) Media commissions must be on invoice from media vendor and must be a separate line item. Creative development and production fees cannot be funded with media commissions. Media commissions should not exceed 17% of the total media cost for reimbursement</p>
<p>Printed Advertisements Allowed: Purchase of media and costs for creative writing, design or other production costs</p>	<p>1) Prominently display brand logo and copy must include tagline. Logo must be at minimum 50% the size of the dealer's logo and no less than 1-inch in width (logos appearing in photos are not considered sufficient) <i>Pre-approval required unless using ad kit</i></p>	<p>1) Original tear sheets (showing name of publication and date) 2) Original itemized invoice with brand clearly marked 3) Pre-approval confirmation if dealer produced</p>
<p>Direct Mail and Door Hangers Allowed: Costs of printing, mailing / distribution and costs for creative writing, design or other production costs</p>	<p>1) Prominently display brand logo and copy must include tagline. Logo must be at minimum 50% the size of dealer's logo and no less than 1-inch in width (logos appearing in photos are not considered sufficient) 2) <i>Pre-approval required unless using ad kit</i></p>	<p>1) Vendor invoices for printing and postage for direct mail 2) Original itemized invoice with brand clearly marked 3) A sample of item (original, faxed or emailed) 4) Pre-approval confirmation if dealer produced</p>
<p>Billboards Allowed: Costs of billboard space rental and costs for creative writing, design or other production costs</p>	<p>1) Prominently display brand logo with tagline. Logo must be at minimum 50% of dealer's logo (logos appearing in photos are not considered sufficient) 2) <i>Pre-approval required unless using ad kit</i></p>	<p>1) Vendor contract or original invoice. Invoices need to show posting dates, location and ad ID# 2) Photograph of the billboard each time the board changes 3) Pre-approval confirmation if dealer produced</p>

<p>Other Signage Allowed: Cost to purchase business location main signage and banner stands</p>	<p>1) Prominently display brand logo. Logo must be at minimum 50% the size of dealer's logo (logos appearing in photos are not considered sufficient) 2) <i>Pre-approval required unless using Bryant designed items through a pre-approved Bryant materials vendor</i></p>	<p>1) Vendor contract or original invoice 2) Photograph of the installed sign 3) Pre-approval confirmation (Exception: pre-approved art from a Savings Network vendor)</p>
<p>Phone-on-hold Messaging</p>	<p>1) Must mention Bryant brand name and "Whatever It Takes" tagline</p>	<p>1) Vendor original invoice 2) Copy of script 3) Pre-approval confirmation if dealer produced</p>
<p>Truck Graphics</p>	<p>1) Prominently display brand logo with tagline. (logos appearing in photos are not considered sufficient) 2) Logo must be at minimum 50% the size of dealer's logo</p>	<p>1) Vendor original invoice 2) Photos showing all four sides of the vehicle</p>
<p>Merchandise, Clothing and Uniforms</p>	<p>1) Prominently display brand logo. Logo must equal to the size of dealer's logo and no less than 1-inch in width Logo must be displayed in Bryant colors or black and white</p>	<p>1) Vendor original invoice 2) Sample or photo of item</p>
<p>Youth Sponsorships – to be eligible, must have branded advertisement or apparel (e.g., sports or clubs)</p>	<p>1) Any visual materials featuring dealer such as uniforms or signage must include the Bryant logo</p>	<p>1) Invoice for sponsorship 2) Images of apparel, ad or signage</p>
<p>Ratings and Reviews</p>	<p>N/A</p>	<p>1) Vendor contract or invoice</p>