



For the World
We Share

2025 Channel Playbook





A new brand built around you

Dear Dealers,

As a Carrier Channel Manager, I want to personally thank you for the vital role you play in shaping the customer experience. Whether you're installing a new system, troubleshooting a unit or recommending the right solution, you are the face of Carrier in homes and businesses across your community. You bring our brand to life – not just through products, but through the comfort, reliability and care you deliver every day.

To support you in this mission, we've created a new playbook designed specifically for our dealer network. Inside, you'll find everything from updated messaging and campaign assets to tools and resources. This playbook is built to make your job easier and your impact stronger.

We know your time is valuable and your work is demanding. That's why we've made it simple to activate the campaign and connect with customers in meaningful ways.

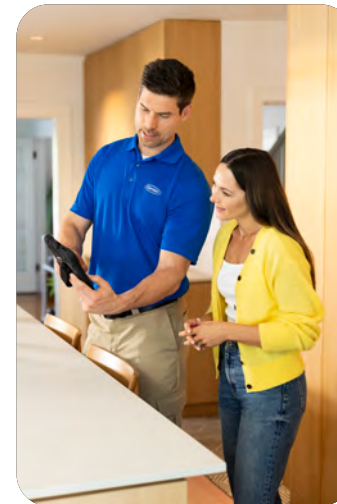
Together, we can show the world the difference Carrier makes – not just in the systems we build, but in the lives we touch. Thank you for your continued partnership, for your commitment to excellence and for being the trusted voice of Carrier in your community.

A handwritten signature in black ink that reads "Aimee Coulter".

Aimee Coulter
Channel Marketing Manager



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For the World We Share



Your Impact Matters

We're committed to enhancing lives and shaping the environments where people live, work and play. And you're a big part of that. Whether helping a family create a comfortable home or making sure a school can have clean, fresh air, your impact is felt all across the world we share. Our bold brand refresh celebrates that — putting your work right in the center of the story.





This change reflects your impact.

We've always known we deliver more to people than just hardware. When you install a new home HVAC system at a home, you're giving that family a safe space in the world – one where the things we love about life unfold. For years we've heard from dealers who feel a greater pride in their work, and we wanted our brand to evolve to reflect that.



Making that system more comfortable, better experience, richer experience. It's improving the customers' lives.

Dealer, Washington



Comfort is both physical and emotional.

Dealer, Pennsylvania



We're not just selling systems – we're improving lives.

Dealer, Illinois



We are here to get you through the bad times.

Dealer, Texas

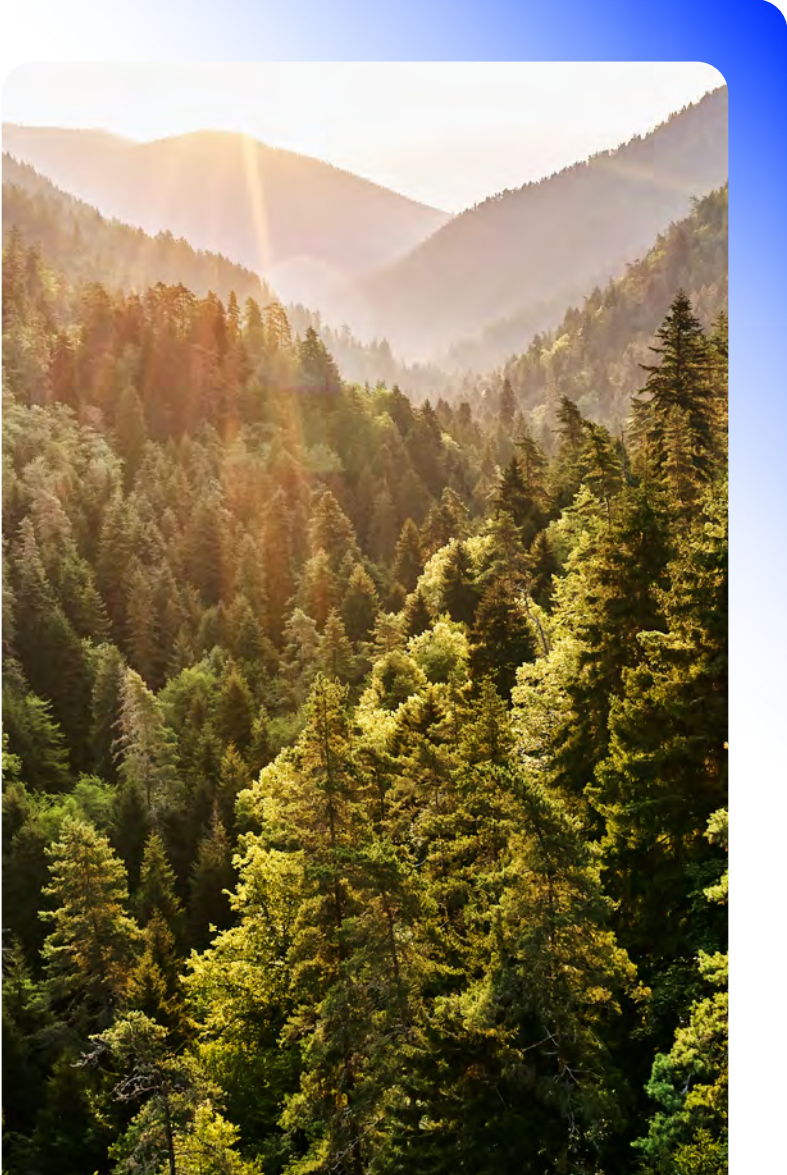


Innovating for a Better World

Carrier is pioneering intelligent climate solutions – making homes smarter, comfort simpler and contractors the champions of high-performance HVAC.

Technology Built for the Future

We’re engineering HVAC systems that cut carbon and energy use without compromising comfort. From ultra-efficient heat pumps to grid-ready smart tech, Carrier empowers contractors to drive a cleaner, cooler future.



Efficiency That Performs

Carrier’s advanced systems optimize energy use, lower utility costs and deliver lasting comfort – helping contractors deliver more value with every install. Whether it’s cold-climate heat pumps or intelligent controls, our technology helps homeowners save more and waste less.

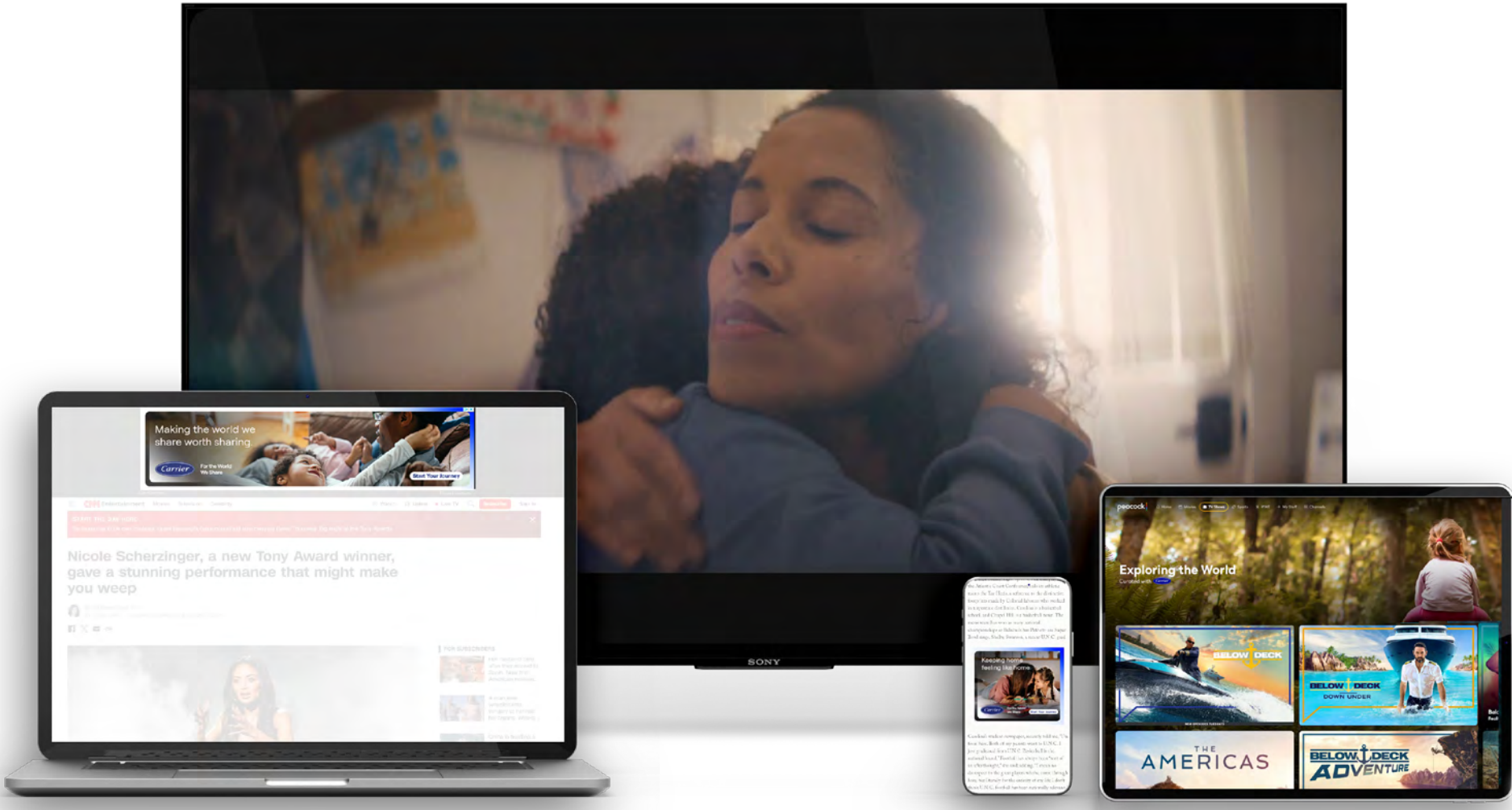


Intelligent Homes. Happy Owners.

Carrier is reshaping home living with smart solutions that connect comfort, efficiency and control. With adaptive climate systems and seamless integrations, we’re creating homes that think ahead – making everyday life effortlessly better.

National Advertising Recap

Our new brand launched in the U.S. across multiple high-profile touchpoints that reached homeowners, business decision makers and investors. Highlights included custom sponsorships on HGTV and Peacock, website takeovers on CNN and CNBC, and national broadcast media on NBC and NPR.



TV Schedule
Stock Ticker Sponsor
Homepage Takeover



TV Schedule



TV Schedule
Home Garden Sponsor



Custom Curation
Sponsor
Streaming Schedule



Homepage Takeover
Home/Building Sponsor
Online Video



Radio Schedule
Streaming Schedule
Podcast Alignment



discovery+

Streaming Schedule
Theme Sponsorship



Streaming Schedule
Theme Sponsorship

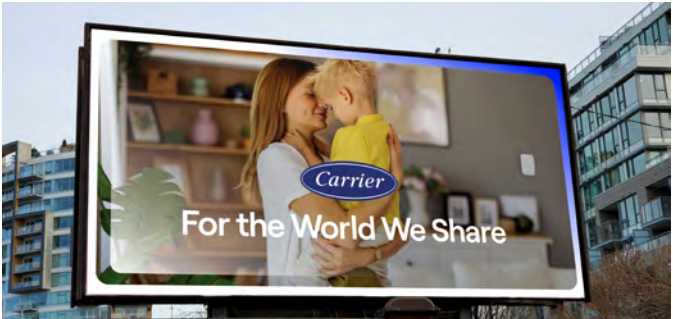
Ready-to-use Assets. Just for you.

From campaign-ready copy to local marketing support, we've made it easy to adopt and amplify the new brand. The adkit includes includes these marketing materials and assets.

- [Adkit](#)
- [Brand Guidelines](#)
- [Logos](#)



PRINT ADS



OUT-OF-HOME



TV SPOT



:15 SOCIAL



PHOTOGRAPHY



DIGITAL ADS



SOCIAL POSTS
AND CONTENT



VIDEO ASSETS

Real Results. Real Momentum.

Together, we're driving demand
– and we're just getting started.

225M+
Impressions

21%
Increase in organic
search for Carrier

13%
Boost in "Find an
Expert" clicks

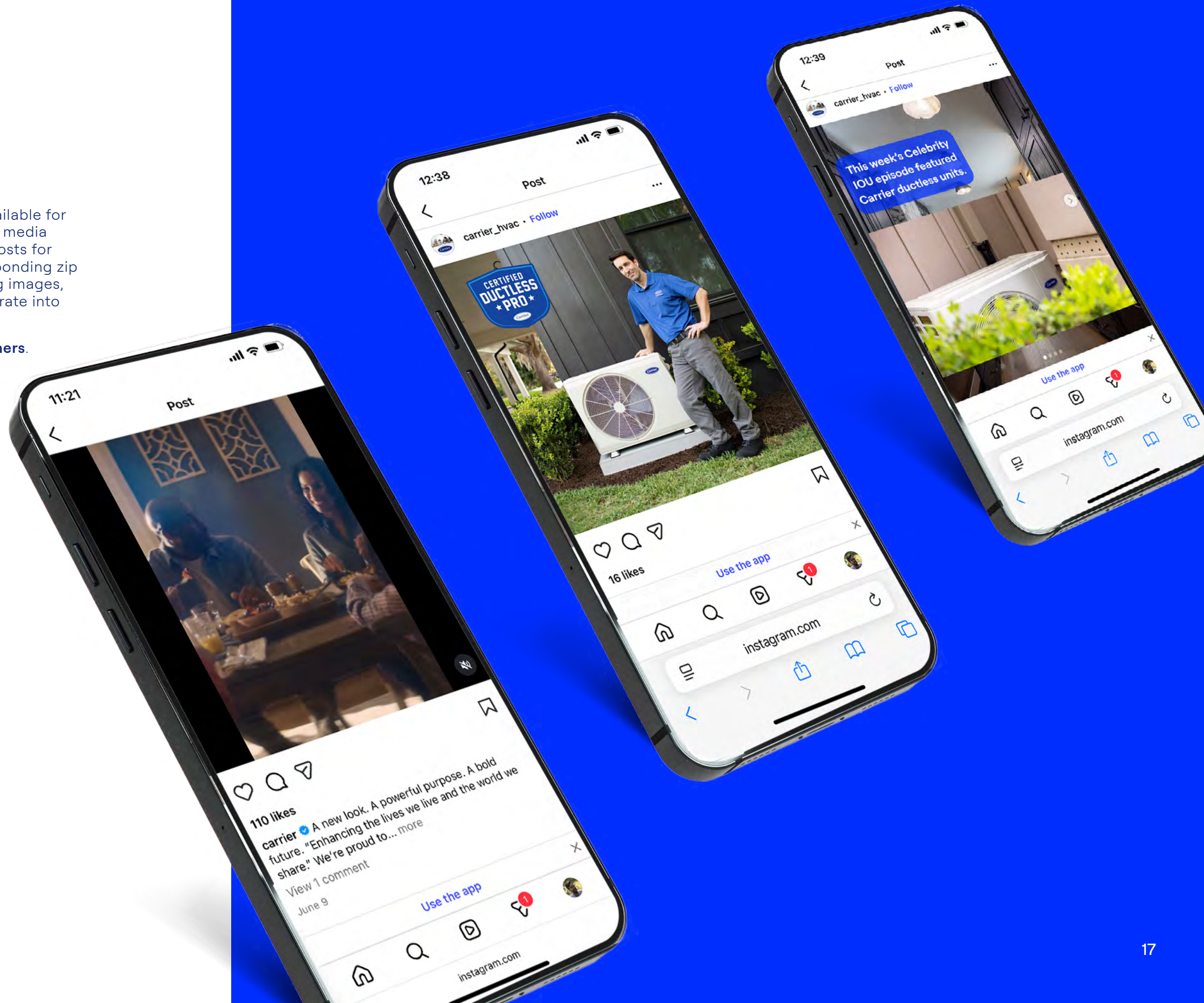
Social Media Database

We have made our social media content easily available for you to download and start using today! Our social media database, located on HVACpartners, includes 12 posts for each month of the year. Each month has a corresponding zip file where you'll find post copy with corresponding images, graphics or videos you can download and incorporate into your own social media calendars.

To learn more about this program, visit [HVACpartners](#).

Here's How in 3 Simple Steps

- 1 Go to the [Social Media Database](#) in the adkit.
- 2 Click the quarterly social content to automatically download the zip file including 12 posts and optional post copy.
- 3 Upload photo asset to your social media pages and add provided copy or write your own.



Carrier in the Press

Reaching customers in different ways throughout their buying journey means making sure the Carrier name is showing up at the right time and in the right places. Our PR efforts have given us a strong reach in 2025, with major media and trade outlets taking note.

Reach as of today:

\$1.2B+



Major PR and trade outlets:









Awards:

Best Reliability in 2024
Best Air Conditioning Brands of 2024
Best Smart Home Compatibility



Best Air Conditioner Brand of 2024



#1 Air Conditioner Brand and Best for High Efficiency Cooling of 2024



Named to 2025 Change the World List



#2 America's Most Trusted HVAC System of 2024



Best HVAC Company of 2023 (second year in a row)



Best HVAC Companies of 2023



TIME's World's Best Companies (three years in a row: 2023, 2024 and 2025)





Dual Consumer Approach

External research has shown us it's important to start meeting the needs of younger homeowners to balance our core "Engaged Shopper" segment. Here are the media worlds our two key audiences live in.

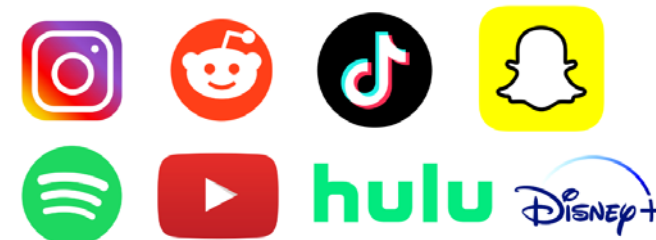


Up & Comers

Adults 25–39
College Educated

Search for HVAC information on internet. Tech savvy and environmentally conscious.

Media Habits: Heavy streaming and social media usage, offline tactics do not resonate.



Engaged Shoppers

Adults 35–64
\$100K+ HHI

Susceptible to brand advertising, conduct research, shop around and ask for recommendations.

Media Habits: Heavy offline and digital media consumers. Interest in news, home and sports content.



Support Along Every Step of Your Consumer's Journey

From the moment a homeowner or business owner starts thinking about updating their comfort systems, we want to help make sure your business is top of mind. We've created an entire suite of resources, trainings, assets and more you can use to turn awareness into conversion.



■ What Carrier is doing ■ Resources available for dealers



Awareness

During the earliest phase, we want homeowners to know your brand, even if they don't need a new HVAC system today. High awareness is typically achieved through media that doesn't assume conversions (i.e., TV, Video, Print, Radio, Display Ads, Sponsorships, Outdoor).

- [Training](#)
- [National Advertising](#)
- [National PR](#)
- [National Social](#)
- [Corporate Sponsorships](#)
- [Marketing Materials](#)
- [Social Database](#)
- [AdKit Materials](#)



Consideration

During the consideration phase, these communications provide information and reassurance to help homeowners compare options and see the value of choosing you.

- [Training](#)
- [Carrier Website](#)
- [Find an Expert \(Dealer Locator\)](#)
- [SEO Optimized Dealer Detail/Service Pages](#)
- [Local Reviews](#)
- [Dealer SEM](#)
- [Dealer Digital Advertising](#)



Sales + Kitchen Table

These resources help convert potential customers. They'll help you sell products and services once a customer is considering purchasing – requesting a quote, scheduling service or making a purchase.

- [Training](#)
- [Warranty Program](#)
- [SmartHome App](#)
- [Incentives and Financing](#)
- [Marketing Launch Kits](#)
- [Sales Literature](#)
- [Rebates \(Cool Cash\)](#)



Loyalty/Life Cycle

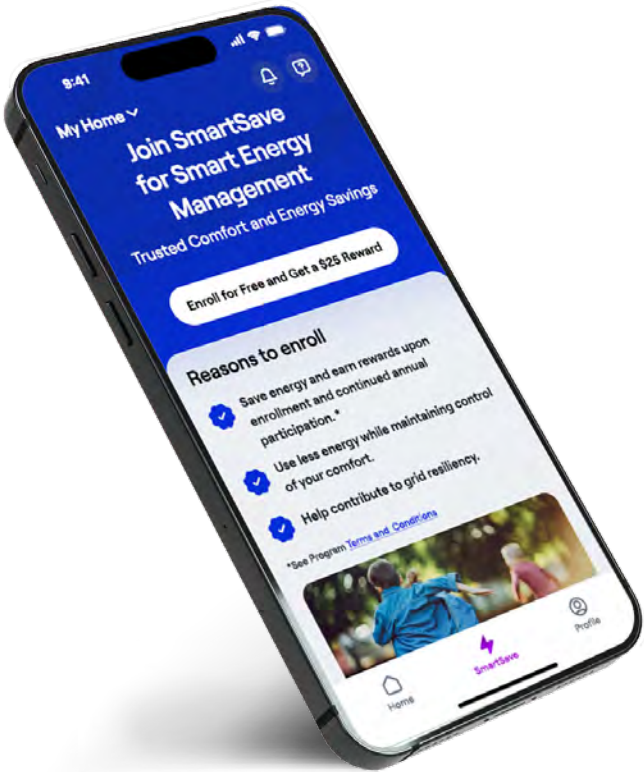
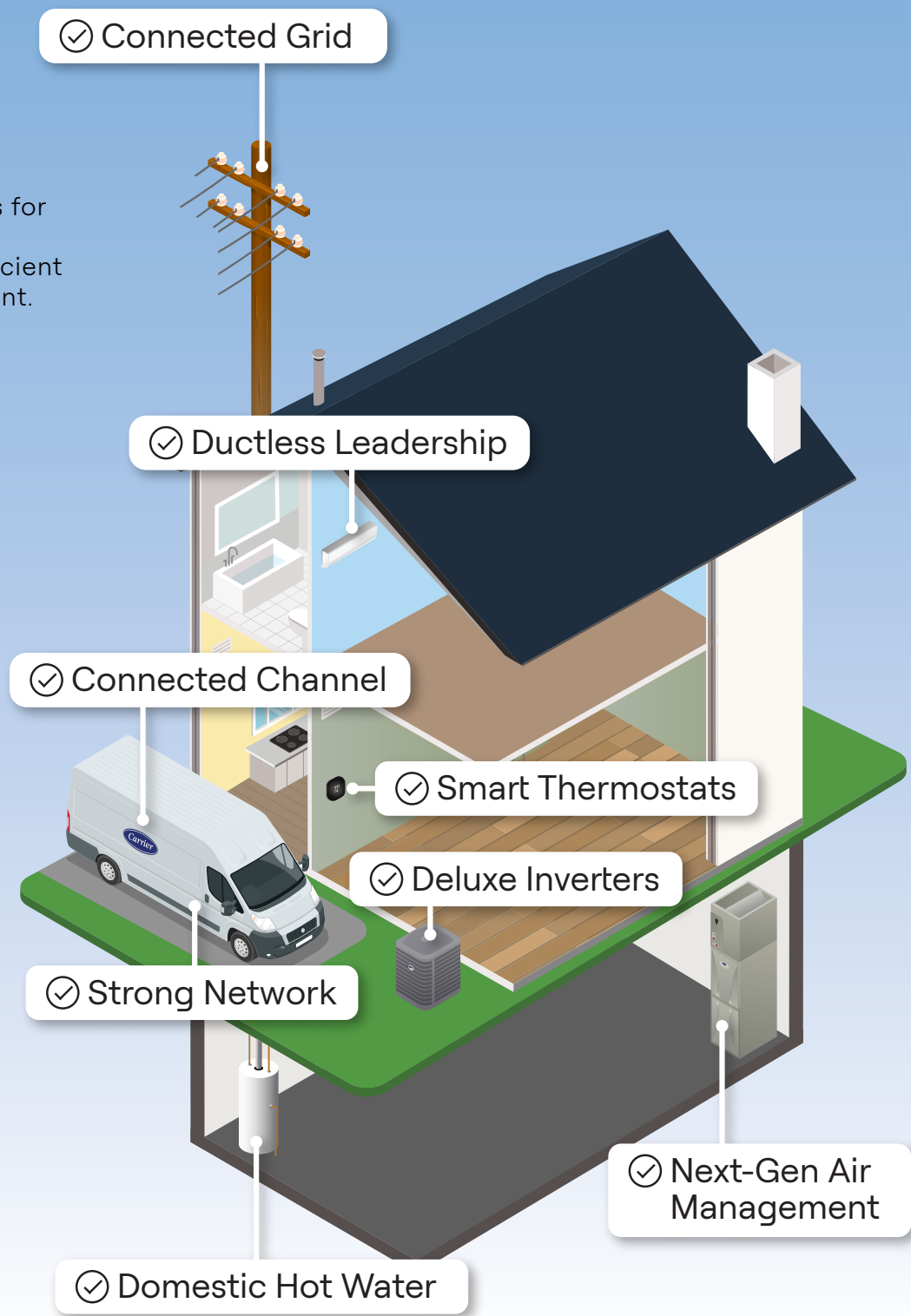
During this phase of the journey, these resources are meant to help you maintain loyalty and engagement to keep homeowners engaged and satisfied after the sale, encouraging repeat business and referrals.

- [Training](#)
- [SmartHome App Engagement](#)
- [National Organic Social](#)
- [Dealer E-mail Communications](#)
- [Dealer Organic Social](#)

What's New

Owning the Home in 2029

We're innovating solutions for the entire home so your customers experience efficient comfort at every touchpoint.



SmartSave

When your customers enroll in SmartSave, it's easy for them to save energy and earn rewards. They'll be alerted when their local energy grids are in high demand and given the option to adjust their thermostats to help out. You can reassure them they'll always be in control of their own comfort, and they'll get rewards for helping out.

Hydronics

The brand-new residential air-to-water heat pump system. An energy-efficient and sustainable complete heating, cooling, and ductless hot water solution.



What's Trending

Consumer trends and what they mean for you



Quality matters more than ever

40% of consumers said quality is the most important factor in determining the value of a product or purchase.

Kantar/Mintel, 2023

With money tighter, people are paying closer attention to what's worth it. It's important to highlight how our products aren't just a one-time buy, but a long-term investment in lasting comfort.

Homeownership means more

56% of U.S. consumers reported working on DIY projects around the home at least once a year.

Mintel, 2024

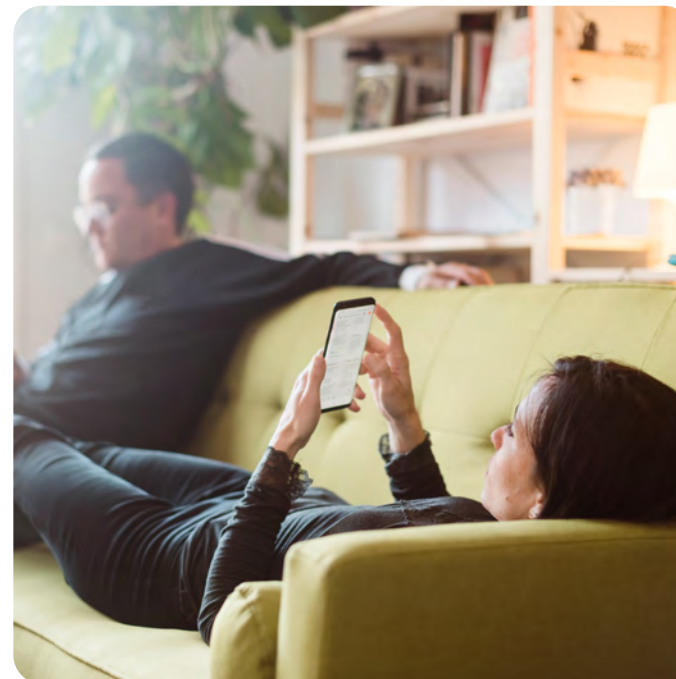
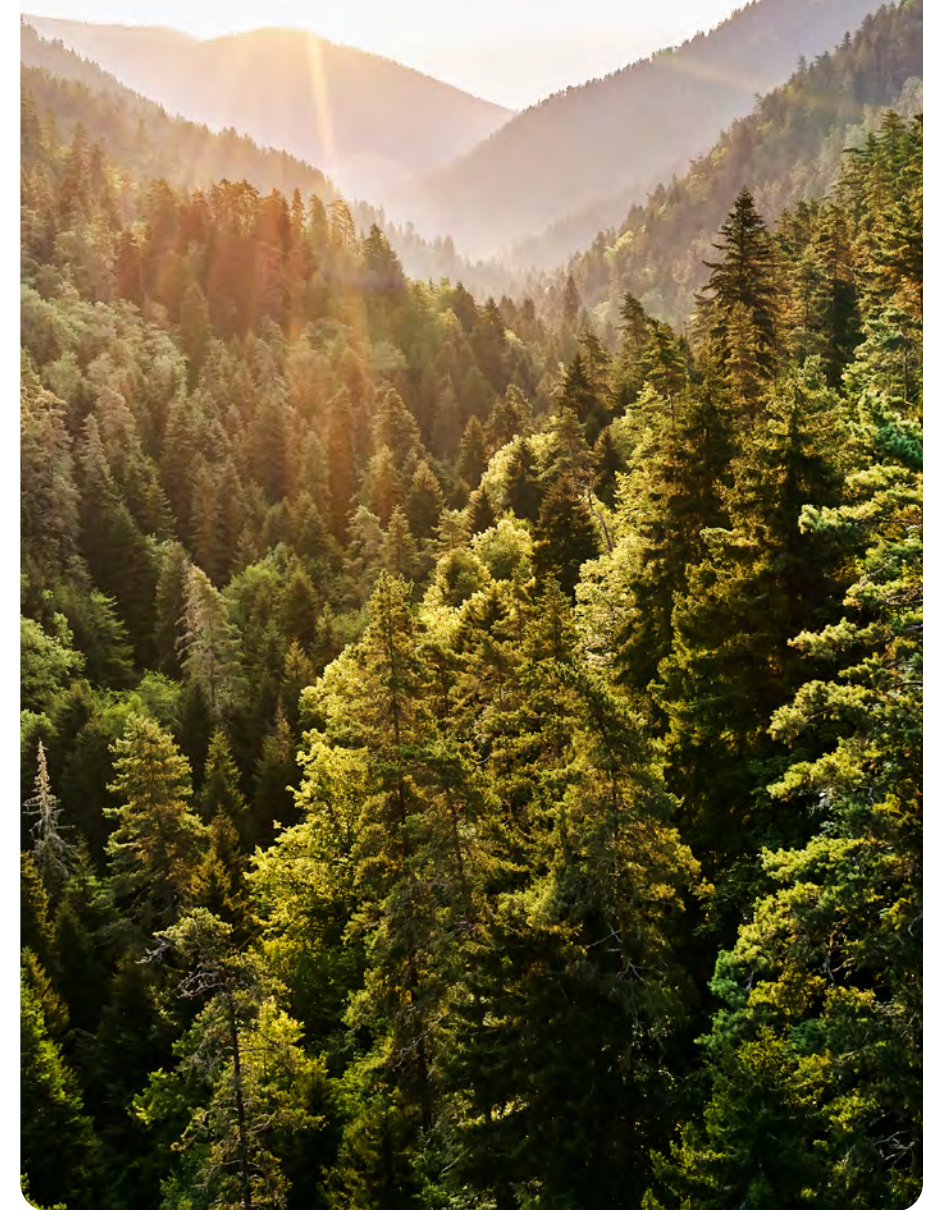
Homeowners are more engaged in maintaining and improving their spaces. Some want to take on projects themselves, while others look for expert guidance. Meeting them at their level and offering the right support builds trust and confidence.

Consumers seek brands that stand for something

40% of consumers say the role of a brand should be to make the world a better place.

VML Future 100, 2024

Customers want to support brands that share their values and create positive change. Demonstrating how Carrier and your business contribute to stronger communities and a better world helps build real connection with your consumers.



Technology should make comfort easy

44% of U.S. homeowners say the benefits of smart home technology could significantly improve their quality of life.

MRI Simmons, 2025

Smart technology gives people more control than ever, but it can also feel overwhelming. Focusing on how Carrier makes connected systems simple and intuitive shows customers the real benefit: everyday comfort that just works.

Wanting even more?

**We're always happy to
provide support and guidance
for you and your business.
Reach out anytime.**

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