

**DAIKIN COMFORT PRO** contractors like you can gain individual media attention in addition to our national and digital ad campaigns. Heat up your sales with more local awareness and digital complements by taking advantage of available Daikin funds.

## PRE-ENROLLMENT ENDS 1/26/2020

**Register at:**

[DaikinMarketing.com/Co-Marketing-Program](http://DaikinMarketing.com/Co-Marketing-Program)

### YOUR POTENTIAL MEDIA MIX

**BROADCAST RADIO:** High rated stations reflecting your target zip codes.

**DIGITAL RADIO:** Including Pandora and Spotify streaming services.

**BROADCAST TV:** Your local channels like ABC and CBS.

**OVER THE TOP (OTT) STREAMING TV:** Streaming subscriptions like HULU, Sling and YouTube TV.

**GOOGLE PPC:** Proactive ads to capture search interest in your market.

**The mix we select depends on these factors:**

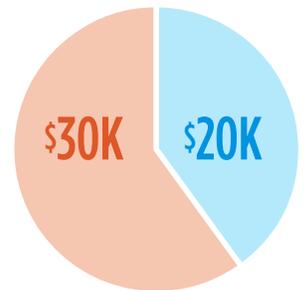
1. Size of your market
2. Cost of media in your region
3. Your service area
4. DCP Participation



### YOUR MEDIA PACKAGE

Your media package is developed based on the amount you'd like to spend. As a DCP, you are only responsible for **40%** of the media package, so if you invest \$20,000 toward the program, Daikin will contribute **60%**, an additional \$30,000 for a campaign totaling \$50,000!\*

\*If your market is selected, a separate agreement must be entered into by the DCP. The Co-Marketing Program is separately administered by Mediagistic, Inc. or its affiliates and is the sole responsibility of Mediagistic.



DAIKIN PAYS YOU PAY

And you can use your available Daikin accrual funds towards the investment amount.

Your campaign will include agency planning/research and management, a tagged commercial depending on the media mix outlined for your market and reporting.

### YOUR CREATIVE

Depending on the media mix chosen, a radio or TV commercial will be tagged with your dealer information.



### YOUR MEDIA SCHEDULE

Media runs between 4 to 10 weeks, depending on launch date, the cost of media in your market and the DCP contractor contribution.



### NEXT STEPS:

- 1 Fill out pre-registration form.
- 2 Daikin will evaluate interest and markets.
- 3 If your market is selected, Agency sends Media Mix.
- 4 Sign ATB and complete creative selections.
- 5 Creative Tag development.
- 6 Receive Media Schedule.
- 7 Campaign goes live.

*Ready  
to sign  
up?*

Or visit  
[DaikinMarketing.com/Co-Marketing-Program](http://DaikinMarketing.com/Co-Marketing-Program)  
today for the pre-registration link.