



2020 Spring Co-Marketing Program Frequently Asked Questions

Q1: For the Measurement methods, will the DCP or IND distributor be able to track this through an app or the internet throughout the 7 to 10 weeks of the media flights?

A1: Yes, the digital campaigns will come with reporting access for both the DCP as well as roll-up reporting for the distributor. Please keep in mind that digital advertising will not exceed 10% of the overall budget and should not be considered the primary metric for campaign success. All media campaigns will also receive “post-logs” approximately 60-days after campaign end that will demonstrate exactly how many ads ran, what day/time and station/network.

Q2: How will the targeting for the campaign work?

A2: Based on the serving area provided during the pre-registration process, Mediagistic’s media department will select media options that best align. Some of the options like digital radio and Over the Top (OTT) can be served at the zip code level. The goal is to minimize or in some cases eliminate waste.

Q3: After the Co-marketing sign up link is completed and submitted, what happens next for the markets/DCPs selected to participate?

A3: We will get to work on your specific media mix. Upon media mix completion, you will be contacted with the proposal and an authorization-to-buy form (ATB) to approve. Next, we will develop your creative tag and provide your media schedule. Then, your campaign goes live.

Q4: What is the time frame for setup after the authorization to buy (ATB) is signed?

A4: Campaign Set up should take approximately a month after the authorization to buy (ATB) is signed.

Q5: How quickly can the campaign actually show up on TV once the DCP agrees?

A5: After the ATB is signed, you can expect to be on the air in about a month. Media buying is an “early bird gets the worm” situation, so we don’t like to rush the buy. It’s in your best interest to give us time to secure the best spots and negotiate the best rates.

Q6: Will the DCP or distributor be copied on all communication?

A6: We will work with the distributor to ensure they are in the loop. Emails will go directly to the DCP contact provided on the submission form and their TSM will be copied (provided one is provided during pre-registration)

Q7: I would like to know what the Distributor and Dealer should expect. Since we are early in the year, the DCP may not have spent the \$50k minimum to submit claims. How will this be handled if they have not earned enough to claim yet?

A7: We will process the claims based on the DCP’s accruals available at the time of submission. The DCP may elect to differ his submission within the boundaries of the claim reimbursement guidelines.

Q8: Can packages be moved around to other cities?

A8: No, we are only running in select markets and collecting evaluation data in those markets, so—with this specific program—we’ll be limiting to specific DMAs. However, a DCP can decide to advertise in multiple DMA where they activate, at a minimum investment of \$20k p/DMA or in combination with other dealers serving this DMA.

Q9: How many 30 sec shows we will have for 50k budget in a prime time on popular TV channel?

A9: It'll totally depend on the market. Market media costs and the geography of a dealer service area will dictate the media mix and the quantity of ads.

Q10: How long will the ads run?

A10: Media flights are estimated to run about 4–10 weeks, but it will vary city to city. Depending on the launch date and market cost, we may pulse on and off to cover a longer period of time.

Q11: How will areas be targeted?

A11: It depends on the dealer's serviceable zip codes provided during onboarding with Daikin. If there is a specific area you'd like to target that is different from your provided service area, please indicate in the submission form.

Q12: To spread costs, can we do one big shared spend in the DMA/GTA, with no specific dealer mentioned?

A12: The packages available were built to be an efficient media buy for a single dealer— to provide significant and standardized brand awareness increase. However, we understand that this is not a “one size fits all” in the markets. Two or more DCPs can decide to buy one or several \$20k packages together, which may result in limited ability to customize the message for your business, and as a result, the dealer's business name won't get any airtime. Packages built for multiple contractors will have media options suited to accommodate all those participating. As a result, there will be less flexibility for changes and adjustments to the media mix.

Q13: Do you have an example of OTT/Connected TV?

A13: Hulu, Sling TV and YouTube TV. These are highly targeted media (audience type, and geography) and very good tool if you have a lot of details on your target demographic.

Q14: Have we confirmed that the cable channels in DMA/GTA allow us to target a local area?

A14: We will customize your cable media schedule based on your serviceable zip codes and any areas you request. Commercials on cable can be distributed to an entire market or specific sections of a market as assigned by the cable company in your city. We will analyze the most efficient cable distribution based on the zone cable footprint and serviceable zip codes.

Q15: I am not interested if this is 23 secs Daikin commercial and only 7 secs about my business...

A15: The #1 request made by DCP is the lack of brand awareness about Daikin – this program is designed to remedy this gap, but we understand this is not for everyone. Maybe we can look at some other marketing/branding opportunities together, using your accruals

Q16: Can we reverse it and use my commercial and I just add the Daikin logo?

A16: No. We will be using the Daikin creative to raise brand awareness about Daikin AND your business. See above answer, the main comment received through the past years was the lack of Daikin brand awareness, resulting in lower confidence from consumers as compared to the usual competitors. We have made available an optional image upload to add on the end tag, in addition to the DCP logo – this can be an image of the DCP owner or anything else the DCP think is relevant for identification, above and beyond just the logo – this addition will be pending approval by Daikin

Q17: I don't want to get calls from across town where I don't have any operation – sounds like a waste of time and money

A17: Because we are providing a localized approach to media options, we can be highly targeted in your area of operation only.

Q18: How would I know this is worthwhile?

A18: We will track the phone lines, the vanity URLs and traffic to www.daikincomfort.com website in each DMA

Q19: How much time do I have to think about it?

A19: We want you to make the right decision for your business. But please know that this is on a first come first serve basis. Once all packages have sold in a specific market, Daikin will not be able to contribute the matching funds - however you will be able to buy packages without the Daikin match.

Q20: How do I sign up and reserve my media packages?

A20: Simple. Go to <https://www.daikinmarketing.com/co-marketing-program>. Signing up on the website does not represent a contractual authorization to buy (ATB). Once the DCP provides its input through the platform and if the market is selected, a media expert will prepare a media mix and ATB. Upon receipt, the DCP may review the mix (and launch date) and sign the ATB if they approve the plan.

Q21: When are payments made for the program—all at once or over time?

A21: Any accrual funds that are available will be applied to the campaign and paid directly to our media vendor, Mediagistic. Each DCP will coordinate directly with Mediagistic on the terms of any balance after accrual funds have been applied.

Q22: Will leads be sent to our website? Will calls be tracked?

A22: We will be sending audiences to the Daikin-branded DCP landing page and sending calls to DCPs via masked numbers. In this way, we can track the results of the campaign and generate reports.

Q23: Will we be able to track the campaign from our web site analytics?

A23: No, because we're sending leads to the Daikin-branded DCP landing page. A dashboard will be available for the digital campaign to track results.

Q24: When do commitments on the program need to be finalized?

A24: As soon as possible. Media inventory and the quality of programming is an "early bird gets the worm" scenario.

Q25: How many ads are run for the total program? What's the cost per ad?

A25: This will vary greatly depending on the media mix we create for you specific market. GRPs (gross rating points) are our goal—to get you in front of the right audience. This may result in less ads with more people watching, or potentially more ads with less people watching, depending on the media selected.