

# 2020 Building a Higher Standard: Distinguished Dealer Award Program One Pager

## Program Objectives:

- Showcase public praise of our award-winning dealers from American Standard Heating & Air Conditioning
  - Raise channel unaided brand awareness, preference and consideration to aid in recruitment of new dealers
- Gain appreciation from winning dealers and increase interest from Distributors to nominate future winners
  - Retain existing dealers by building brand pride

## Winning Dealers

Tri-County Air Conditioning & Heating	Anthony's Cooling - Heating - Electrical	South Nashville Heating & Cooling	Lee's Heating & Air Conditioning
Bubba & Kay Martin Sequin, TX	Mike Zeppi Palmetto, FL	Mark Gray, Zach Wolf and Jonathan Garrett Nashville, TN	Tony Oakman and Josh Lundevall Salt Lake City, UT
Distributor Team: ACES A/C Supply, Inc.	Distributor Team: FL West DSO	Distributor Team: Team Air Distribution	Distributor Team: Gustave. A Larson Co.

## Media Tactics

Estimated Media Performance:

Impressions: 5,150,000

Video Completion Rate: 20% (98% on Hulu)

Completed Video Views: 1,250,000

CTR: 0.40%

High-Impact National Digital Media March - July 2020	National Trade Media March - July 2020	Dealers' Local Market Media March - July 2020
<i>Tactics &amp; Platforms</i>	<i>Tactics &amp; Platforms</i>	<i>Tactics &amp; Platforms</i>
<ul style="list-style-type: none"> <li>Premium Video</li> <li>Dealer Display</li> <li>Social Ads</li> <li>Sponsored Video</li> </ul> 	<ul style="list-style-type: none"> <li>Print (full-page)</li> <li>e-Newsletters</li> </ul> 	<ul style="list-style-type: none"> <li>Print</li> <li>Outdoor</li> <li>Facebook</li> <li>Instagram</li> </ul> 

## Campaign Creative






