



## Daikin Feb-Mar 2020 DCP Bonus Accrual Program

### Daikin Bonus Accrual Program: February 1 – March 31, 2020

Daikin is pleased to announce the **Daikin Feb-Mar 2020 Bonus Accrual Program**. In addition to the current Daikin 2020 Accrual Rates, DCPs can earn higher accruals during the promotion period, per the Bonus Accrual Rates table below. **Dealers must purchase a minimum of \$50,000 February 1 – March 31, 2020** in eligible Daikin equipment (less discounts, taxes and freight charges) **and submit an advertising plan** to become eligible for the higher accrual funds. **Dealers are encouraged to utilize earned bonus accrual funds by June 30, 2020, to promote more advertising during the Spring & Summer months.**

Feb-Mar 2020 Bonus Accrual Rates Table

| Product Description   | Standard Accrual Rate | Bonus Accrual Rate | Total Accrual Rate |
|---|-----------------------|--------------------|--------------------|
| VRV Life Equipment  | 10%                   | 6%                 | 16%                |
| 20+SEER Variable-Speed AC & Heat Pump Condensing Units, and Modulating Gas Furnaces                                     | 9%                    | 6%                 | 15%                |
| Daikin FIT Variable-Speed AC and Heat Pump Condensing Units   | 8%                    | 6%                 | 14%                |
| 18 Seer Variable-Speed AC & Heat Pump Condensing Units  | 7%                    | 6%                 | 13%                |
| 18 Seer 2-Stage AC & Heat Pump Condensing Units   | 6%                    | 6%                 | 12%                |
| 16 Seer 2-Stage AC & Heat Pump Condensing Units and Variable-Speed Gas Furnaces   | 5%                    | 6%                 | 11%                |
| 16 SEER/15 SEER 1-Stage Equipment including Packaged Units, 14 SEER Dual Fuel Packaged Units and 95%+ AFUE Gas Furnaces | 4%                    | 6%                 | 10%                |
| Variable -Speed Air Handlers  | 3%                    | 6%                 | 9%                 |
| Daikin ONE+, Daikin Ductless and Multi-Zone Equipment, 14 SEER Equipment & Clean Comfort Products                       | 2%                    | 3%                 | 5%                 |
| 80% AFUE Std. and Multi-Speed Gas Furnaces & 13 SEER Equipment and Goodman Equipment (except GMC)                       | 1%                    | 2%                 | 3%                 |

### Program Guidelines, Qualifications and Disclaimers

#### Purchase Requirements

- Dealers must purchase a minimum of \$50,000 between February 1 – March 31, 2020 in eligible equipment less discounts, taxes and freight charges, to become eligible for higher accrual funds.
- Qualifying products include all Daikin Unitary, Daikin FIT, VRV Life, Daikin Residential Packaged Units, Daikin Ductless and Corporate equipment (e.g., corporate air handlers, coils).

#### Advertising Plans - Required Specifications – Please complete Bonus Accrual Advertising Plan

- Target audience for advertisement.
- Advertisement medium placed (e.g., radio, TV).
- Overall estimated spend level.
- Forward creative for ad placement.
- Must include a specific Call to Action.



## ***Daikin Feb-Mar 2020 DCP Bonus Accrual Program***

### **Advertising Plans - Restrictions**

- See Daikin Advertising Guidelines for complete advertising guidelines. All national, regional and local advertising guidelines must be followed.
- For radio or television commercials, the Daikin brand name and/or combination of the Daikin brand name and brand slogan (Air Intelligence) must be heard or visible a minimum of 2 times within a :30 commercial or 3 times during a :60 commercial.
- For newsprint materials, the Daikin logo and brand slogan (Air Intelligence) must be sized no less than 90% of the dealer's logo and must appear at least 2 times in the layout.
- No competitive brands to any Daikin branded product may be included in any materials seeking participation in the Daikin local market materials.
- Should limited warranty information be communicated in any materials, the warranty disclosure statement must also be displayed (see Daikin website and printed materials for limited warranty logo and disclaimer text).
- If financing or extended payment information is included in any marketing or advertising materials, disclosure of terms and conditions must also appear (dealers can find this information at [www.ftc.gov](http://www.ftc.gov)).

### **Submission Dates & Process**

- **Dealers must submit their advertising plan to Jason Grigg ([jason.grigg@daikincomfort.com](mailto:jason.grigg@daikincomfort.com)) by February 28, 2020, for explicit pre-approval in advance.**
- All submissions will receive a confirmation and/or clarification within 3 business days.
- Sq1 ([daikintv@sq1.com](mailto:daikintv@sq1.com)) will be available to place media if a dealer needs assistance.
- Earned funds will be applied to a DCP's loyalty funds by late April 2019.
- Claims for reimbursement will be filed through PAP, following the same process as a standard Daikin Loyalty Accrual Program claim.

**Good Luck and Good Selling!**



## Daikin Canada Feb-Mar 2020 DCP Bonus Accrual Program

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