***Please type in your information and email to Jason Grigg (***[***jason.grigg@daikincomfort.com***](mailto:jason.grigg@daikincomfort.com)***) for approval by April 30, 2021. All advertising should comply with Daikin marketing guidelines.***

|  |  |  |  |
| --- | --- | --- | --- |
| **Daikin Comfort Pro Name** |  | **Dealer Number:** | |
| **Marketing Contact Name** |  | | |
| **Marketing Contact Info** | **Email:** | | **Phone: xxx-xxx-xxxx** |
| **Daikin TSM or Dist Name** |  | | |

***Click on box with cursor to select “X”***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Advertising & Lead Generation Type |  | Strategy and Target Audience | | Projected Spend |
| Radio   * Daikin or DCP Commercial * Radio Show |  | |  | **$** |
| Digital Advertising   * SEO/SEM – Google AdWords * Social Media – Facebook, Yelp * Angie’s List, Home Advisor, Modernize |  | |  | **$** |
| Print Advertising   * Radius Marketing * Flyer * Magazine |  | |  | **$** |
| Billboard   * Traditional * Digital Billboard |  | |  | **$** |
| TV   * Daikin Commercial * DCP Commercial * TV Show |  | |  | **$** |
| Other |  | |  |  |