***Please type in your information and email to Jason Grigg (******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 |[ ]   |  |