

# 2022 GEMAIRE AND MITSUBISHI ELECTRIC CO-OP ADVERTISING HANDBOOK



## **Gemaire Distributors**

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**GEMAIRE.COM**

**Dear Gemaire Valued Customer,**

Welcome to Gemaire Distributors 2022 Mitsubishi Co-op Advertising Program. The purpose of the program is to financially assist Dealers with planning and executing effective advertising campaigns by sharing a portion of the dealers overall Marketing Investment.

- For COOP year 2022, Promotional items, uniforms and other wearables will be limited to 5% of coop accrual.
- All claims must be submitted within 60 days from invoice date to be eligible for co-op.
- All Claim submissions should be submitted through Gemaire.com Dealer COOP Portal
- Credit will be processed to your Gemaire account only. No check refunds will be issued for co-op advertisement. Cash accounts may use co-op credit at any Gemaire branches for future purchases.

**ACCRUALS**

1. To be eligible for Co-op funding, qualifying purchases must exceed \$35,000. Once the \$35,000 threshold is met, your co-op accruals will be activated onto your Mitsubishi purchases.
  - a. *Qualifying purchases: All Mitsubishi Residential Equipment*
  - b. *Co-op accrual is calculated by multiplying your 2022 qualifying Mitsubishi purchases by 2% (Logon to GAME Portal to keep track of your coop available funds) Co-op accrual period runs Dec 1, 2021 - Nov 30, 2022.*
2. All pre-approved co-op advertising claims are split 3 ways: 1/3 contractor, 1/3 Gemaire, 1/3 Mitsubishi Electric.
3. Gemaire deducts 2/3 of the pre-approved co-op claim from your available co-op accrual and credits your Gemaire account. *If you have not earned sufficient co-op accrual to cover 2/3 of a claim, the claim will be held until sufficient accruals have been achieved.*

**Example:** You purchase \$40,000 in qualifying Mitsubishi Electric equipment. Co-op accrual calculates as follows:  $\$40,000 \times 2\% = \$800$  co-op accruals. You submit a \$900 pre-approved advertising claim (invoice & corresponding supporting paperwork). Gemaire credits your account \$600 (2/3 of the claim), your remaining co-op accrual available = \$200.00.

**GEMAIRE CO-OP GUIDELINES**

- All advertisement projects must be submitted for pre-approval through the Gemaire.com Dealer COOP Portal to obtain a pre-approval every year. the case number will be the pre-approval number
- Claim must be submitted within 60 days from invoice date or event date whichever is the latter.
- The deadline to submit co-op pre-approvals is September 15, 2022
- The deadline for co-op claims submissions is November 1, 2022
- Final invoice and proof of event and payment are required before credit will be issued.
- No account deductions can be taken from a dealer's invoice
- payment until a copy of the credit memo from Gemaire is received.
- All advertising must be product oriented. Service ads will not be accepted unless main objective is devoted to product sales.
- All accounts with Gemaire must remain current, without delinquency, throughout the term of this program. Current is defined as: the satisfaction of invoices by the due date noted on each invoice.
- 2022 co-op accruals cannot be carried over to 2023.
- Minimum COOP Claim value is \$500.

**FOUR SIMPLE STEPS TO USE MITSUBISHI CO-OP**

1. Visit gemaire.com Dealer COOP Portal to check your co-op accrual balance and claim status. As a reminder, all dealers must meet a minimum requirement of \$35,000 in Mitsubishi (equipment only) purchases from Gemaire to be approved for the Mitsubishi co-op advertising program.
2. Obtain a pre-approval code by submitting your request through the Gemaire.com Dealer Coop portal. Allow 1-2 Weeks for vendor approval.
3. After you have your pre-approval "Vendor Approved" status on Gemaire.com Dealer Coop Portal, submit the final invoice and proof of completion of Marketing. Find the pre-approved claim and click "Update" to add the files (PDF format)
4. Pending available funds a credit will be issued to your Gemaire account. Allow 3-6 weeks for credit to be applied to your account

**REQUIRED DOCUMENTS:**

1. Image/mock up or quote with cost estimate (for pre-approval)
2. Invoice
3. Proof of Performance:
  - **Billboard:** copy of invoice and photo of installed sign.
  - **Print Ad:** copy of invoice and corresponding tear sheet (actual ad with Newspaper/Magazine name and date that matches the invoice) *If magazine doesn't list the name and date on the ad page, include the cover of the magazine.*
  - **Postcards/Letter/Forms:** photo of the actual printed mailer
  - **Vehicle Wrap:** clear pictures of each side of the vehicle including license plate
  - **Radio:** notarized affidavit of performance and copy of script
  - **TV:** notarized affidavit of performance and copy of video script, and link to the final video
  - **Website development:** Link to the website
  - **Uniforms and Branded Apparel:** picture of actual items
  - **Promotional items:** picture of actual items
  - **Digital Advertisement:**
    - List of keywords or phrases used (SEO and/or PPC)
    - Corresponding creative artwork (display or banner ads, landing page creative, etc.)
    - Landing page website URL
    - Campaign Analytics Screenshot from original measurement and/or tracking tool (Facebook, Google Ad-words, Google Analytics, HubSpot, Pardot, Marketo, Constant Contact, Mail Chimp, etc.)

## Mitsubishi Electric Cooling and Heating Brand Guidelines

### 2022 Residential M&P Advertising Co-op Funds Policy

Contractor Activities (1/3 – 1/3 – 1/3)

Advertising options include but are not limited to:

#### Digital Advertising (see details below)

- Paid Search Advertising (i.e. Google Adwords)
- Banner Display Advertising (i.e. Google Display Network)
- Social Media Advertising (i.e. Facebook Lead Gen Ads & Sponsored Posts)
- Targeted/Paid Email Campaigns
- Mitsubishi Electric branded website/landing page development (co-op available only for percentage of website devoted to Mitsubishi Electric)

#### Traditional Advertising

- Newspaper & Magazine Ads
- Billboards and out-of-home advertising
- Direct Mail including list procurement and postage
- Broadcast Media - Radio & TV Commercials (if using MECH TV spots, please submit Consent Form found on Flight)

#### Digital Marketing:

Digital marketing is the promotion of products and/or brands through the use of electronic media. Digital marketing allows advertisers to use a variety of tools and methods that enable a company to analyze marketing campaigns and understand what is working and what is not working, typically in real-time.

Companies have the ability to monitor factors such as site and page traffic, pages viewed, time spent on page, form submissions, what content is viewed most frequently, etc. Forms of digital marketing may include, but are not limited to, Search Engine Optimization, Pay-per-click advertising, social media advertising, banner and display advertisements, re-marketing and re-targeting campaigns, email marketing, and mobile or in-app advertisements.

#### Required Items for Pre-approval

(required for each co-op submission):

- List of keywords or phrases used (SEO and/or PPC)
- Corresponding creative artwork (display or banner ads, landing page creative, etc.)
- Landing page website URL
- Anticipated spend
- Measurement and/or tracking tool (Google Analytics, HubSpot, Pardot, Marketo, Constant Contact, Mail Chimp, etc.)

#### Branding

- Branded Apparel – Contact your Marketing Manager about the approval of funds for wearables (requires prior approval from Marketing Manager and Business Unit Director)
- Home Shows, Displays, & Demo Units (must provide photo of whole booth with MECH products displayed). If additional non-competing brands are advertised on the wraps MECH will prorate the co-op amount.
- Truck wraps that are exclusive to Mitsubishi Electric. If additional non-competing brands are advertised on the wraps MECH will prorate the co-op amount.
- Yard Signs

#### Required Items for Final Approval

(required for each co-op submission)

- List of keywords or phrases used (SEO and/or PPC)
- Corresponding creative artwork (display or banner ads, landing page creative, etc.)
- Landing page website URL
- Final Invoice or Billing Summary showing time period and amount spent
- Campaign Analytics Screenshot from original measurement and/or tracking tool (Facebook, Google Adwords, Google Analytics, HubSpot, Pardot, Marketo, Constant Contact, Mail Chimp, etc.)

*Any advertising or communication utilizing the Mitsubishi Electric logo MUST be approved in advance of printing or airing. Failure to do so can result in denial of co-op reimbursement*

**Creative Guidelines:**

All advertising must use the term “Mitsubishi Electric Cooling & Heating” at least one time and the term “Mitsubishi Electric” for all other mentions. When advertising, the term “Mitsubishi” should NOT be used on a stand-alone basis (see brand guidelines).

If competing products or logos are included in an ad it is NOT eligible for co-op funding. Ads that include unitary brand logos or equipment may be eligible for partial co-op funding and must be pre-approved by the Marketing Manager.

**Items Not Eligible for co-op funds (contractors or distributors)**

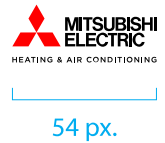
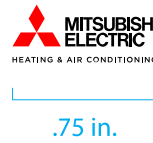
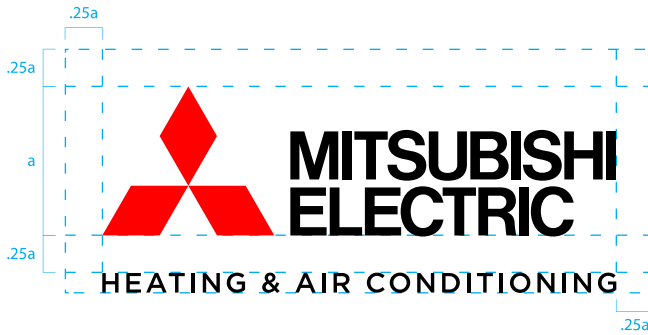
- Advertising & Marketing Agency Fees
- All taxes
- Association dues
- Catalogs
- Equipment except demo units
- iPads or iPad accessories
- Political and/or religious sponsorships/support
- Service, Application, DDL1, and CMCN Training activity expenses
- Shipping and/or freight charges
- Sponsorship donations
- Travel expenses associated with Mitsubishi Electric planned meetings
- Website hosting fees
- Yellow Page listings or ads

# BRAND GUIDELINES

Using Our Brand in Your Marketing

## MINIMUM CLEARANCE LOGO

Surround the logo with adequate clear space to ensure maximum prominence and visual impact. Maintain a clear space equal to or greater than the height of one Mitsubishi diamond around all sides of the logo. This means no artwork, text, or logos should be placed any closer than the height of one diamond as it appears in the logo.



## VARIATION GUIDE

Use the following chart as a guideline for correct logo usage according to background color.