

**Desert Aire Corp. ExpertAire New Product Launch '05 - '06
Pre-Tradeshaw Banner Ad “Buzz”**



Goal

The goal of running the banner ad above was to create some “buzz” about Desert Aire’s new dehumidifier, ExpertAire, amongst engineers prior to rolling it out at the 2006 AHR Expo in Chicago. The AHR Expo is the most widely attended annual tradeshow within the HVAC industry.

Media Selection and Rationale

We chose to run this ad in the December '05 issue of Fastrack, a monthly e-newsletter published by the trade publication, *HPAC Engineering*. The magazine sent out two editions of Fastrack per month; one devoted to specifying engineers and designers while the other was sent primarily to contractors and facility managers. Because specifying engineers are Desert Aire’s primary customers, we opted to only run the ad in the engineering edition of Fastrack. This ad was linked to a landing page that provided full product details as well as our booth number at AHR. We were able to track the number of click-throughs that the ad received, thus verifying that we were achieving our goal to generate some “buzz” with our target audience. A secondary benefit from this ad included creating awareness with some of our independent sales reps who subscribed to Fastrack. This additional “buzz” amongst our reps created excitement for them to see our display unit in our booth.

Total Hits (click-throughs) – 57

From a sheer numbers standpoint, we were very pleased with the total hits the ad received. This was only the third banner ad that we ever ran in an e-newsletter and it did second best regarding click-throughs compared to the other two banner ads. It was also a very good test to promote a new product introduction. With our previous traditional print ads averaging around seven responses in *HPAC Engineering* magazine, the banner ad outperformed the display ads by approximately eight to one.



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**Desert Aire Corp. ExpertAire New Product Launch '05 - '06
Phase 1: Half-Page Display Ads**

**Dehumidify with the Experts!
Dehumidify with an ExpertAire Unit!**

What's in a name, especially the name of a new product?



We named our new dehumidifier ExpertAire™ because it reflects this unit's capabilities to solve dehumidification problems for a wide range of applications – pool rooms, warehouses, industrial processing plants and libraries to name a few. ExpertAire™ truly is Desert Aire's workhorse and remains at the core of our expertise in dehumidification. Several key features and benefits give our ExpertAire™ dehumidifier its incredible flexibility, including:

- BAS compatibility
- 1 - 15 ton units
- rugged enclosure
- cooling and reheat
- rifled tube, lanced fin coil
- MRE's between 4 and 6
- optional auxiliary heat

ExpertAire. A true authority on moisture removal!

For more information, visit Desert Aire at AHR '06 in Chicago at booth #5268, or read more details about ExpertAire™ at: www.desert-aire.com/EAHR6.asp
8300 West Sleske Court, Milwaukee, WI 53223 Ph: 414.357.7400 E-mail: info@desert-aire.com

ARI
AIR-CONDITIONING &
REFRIGERATION
INSTITUTE

DESHUMIDIFY WITH THE EXPERTS ...



Goal

Having generated some early awareness about ExpertAire through the banner ad, the goal of running half page ads was to implement a full product introduction to specifying engineers as well as mechanical contractors within the HVAC industry. Results were measured in total inquiries from reader response cards as well as hits on landing pages. The goal was to achieve 20% more leads than the average seven response cards we had been receiving and 20% more hits over the average 110 hits we had been receiving from other various landing pages.

Media Selection and Rationale

To target engineers, we ran the above half-page ad in the January issues of *Engineered Systems* as well as *HPAC Engineering*. Metrics included tracking response cards and counting total hits to landing pages, with each ad having its own assigned landing page. Contractors are a second important group of customers that Desert Aire pursues. Therefore, to maintain our awareness with this target audience, we ran a similar half-page ad in the January issue of the contractor magazine, *ACH&R The News*. We also gained additional exposure as each magazine gave away free copies at the AHR Expo '06.

Total Magazine Response Card Inquiries (all three magazines combined) – 16

Total Landing Page Hits (all three magazines combined) – 9

Each ad averaged about five inquiries and three hits per landing page, far from reaching our stated goal of 20% above our normal response rates.



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**Desert Aire Corp. ExpertAire New Product Launch '05 - '06
Phase 2: Full and Half-Page Display Ads**



Excellence In Expelling Humidity.

ExpertAire Dehumidifiers



What's in a name, especially the name of a new product?

We named our new dehumidifier ExpertAire™ because it reflects this unit's capabilities to solve dehumidification problems for a wide range of applications – pool rooms, warehouses, industrial processing plants and libraries to name a few. ExpertAire™ truly is Desert Aire's workhorse and remains at the core of our expertise in dehumidification. Several key features and benefits give our ExpertAire™ dehumidifier its incredible flexibility, including:

- BAS compatibility
- 1 - 15 ton units
- Rugged enclosure
- Cooling and reheat
- Rifled tube, lanced fin coil
- MRE's between 4 and 6
- Optional auxiliary heat

For more details about ExpertAire™, visit our website at: www.desert-aire.com/DAEA1.asp

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*ExpertAire. A true authority
on moisture removal!*



DEHUMIDIFY WITH THE EXPERTS!

Goal

To maintain awareness throughout the summer months, we ran a half page ad in the June issue of *HPAC Engineering*, a full page ad in the July issue of *Engineered Systems*, as well as a second full page ad in the August issue of *HPAC Engineering*.

Total Magazine Response Card Inquiries (all three ads combined) – 16

Total Landing Page Hits (all three ads combined) – 16



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**Desert Aire Corp. ExpertAire New Product Launch '05 - '06
Phase 3: Public Relations**

Air Conditioning | Heating | Refrigeration

the NEWS

THE HVACR CONTRACTOR'S WEEKLY NEWSMAGAZINE SINCE 1926

AUGUST 14, 2006 ■ \$3.00 ■ VISIT US ONLINE AT WWW.ACHRNEWS.COM

PRODUCT SNAPSHOTS

PRODUCTS AND SERVICES DESIGNED TO HELP CONTRACTORS IN THE HUMIDITY CONTROL MARKET 22

DESERT AIRE
www.desert-aire.com
ExpertAire™ is a consolidation of Desert Aire's four commercial-industrial dehumidifiers resulting in a dehumidifier with enhanced performance. Available in 1 to 15 tons, Expert Aire™ uses lanced fin, rifled tube coils to yield more moisture removal capacity with a lower pressure drop for the blower. These features provide optimized moisture removal efficiencies between 4-6 pounds of moisture per hour per kilowatt of electricity. Initially offered with R-22 refrigerant, ExpertAire™ will use R-410A as its standard refrigerant by year's end.



eProduct 166

Goal

To augment our advertising efforts for ExpertAire, we incorporated PR into the campaign by securing new product releases within key trade magazines.

Media Selection and Rationale


We submitted our product releases to coincide with pre-scheduled editorial pertinent to dehumidification. Publication of product releases creates additional frequency for little or no cost. For tracking purposes, almost all the magazines provide reader response numbers for new product mentions.

Total Magazine Response Card Inquiries from ACH&R The News – 5



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**Desert Aire Corp. ExpertAire New Product Launch '05 - '06
Phase 3: Public Relations (cont.)**




ES
Engineered Systems

products in focus

90 Engineered Systems September 2006

Dehumidifier
The ExpertAire™ Series dehumidifier is available in sizes ranging from 1 to 15 tons, and is designed to dehumidify industrial and commercial applications such as pool rooms, libraries, and manufacturing plants. Specific component enhancements include the use of new rifled tube, lanced fin coils, and the system yields more moisture removal capacity with a lower pressure drop for the blower, providing optimized moisture removal efficiencies (MREs) between 4 and 6.



— Desert Aire

FREE INFO: CIRCLE NO. 304

September 2006 Website: www.hpac.com


HEATING/PIPING/AIR CONDITIONING

HPAC
ENGINEERING

NEW PRODUCTS

22 September 2006 • HPAC Engineering

Dehumidifiers
Available from 1 to 15 tons, ExpertAire dehumidifiers work in industrial and commercial applications, such as natatoriums, libraries, manufacturing plants, and water- and waste-water-treatment plants. Component enhancements include the use of rifled-tube lanced-fin coils. The system yields its moisture-removal capacity with a lower pressure drop for the blower, providing moisture-removal efficiencies between four and six.



—Desert Aire

Circle 105

Goal

The PR goal in early fall '06 continued to be to gain additional exposure for ExpertAire through the publication of new product releases within various HVAC trade magazines.

Media Selection and Rationale

The primary target audience for the product releases continued to be specifying engineers. Again, the submission of the releases also coincided with a magazine's intent to run editorial about dehumidification in a given month.

Total Magazine Response Card Inquiries (combined for ES and HPAC) – 6



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**Desert Aire Corp. ExpertAire New Product Launch '05 - '06
Phase 4: Banner Ads and PR**



Goal

Due of the success that we achieved with our original ExpertAire banner ad that ran in the December '05 issue of *HPAC Engineering's* Fastrack e-newsletter, I was convinced that we needed to continue pursuing more e-advertising. The response rate with our original banner ad was very high at 57 click-throughs, an almost unheard of number when compared to typical response card totals we received for traditional display ads. Therefore, I developed our media schedule to include three more banner ads to continue the rollout of ExpertAire through the summer of '06.

Media Selection and Rationale

Following this line of thought, it was not a difficult decision to add the July '06 issue of Fastrack to our media schedule. Likewise, we added a second e-newsletter sent to engineers called HVACcess that's published by the trade publication *Engineered Systems*. We ran banner ads in the June and August '06 editions. The revised message (above) used the same headline from the full page print ads that ran that same summer, i.e. "ExpertAire – Excellence in Expelling Humidity." Lastly, in August I convinced our advertising sales rep at the HVAC magazine *ASHRAE Journal* to add a link about ExpertAire within the "New Products" section of their weekly e-newsletter, *The HVAC Insider*. The link connected readers to a landing page that provided more details about ExpertAire. This promotional opportunity, however, was more akin to public relations because I was able secure this product mention for free.

Total Hits (click-throughs for three magazines combined) – 591

We received a phenomenal number of responses. Amazingly, the one promotional message that outperformed the other two was the free product mention that we received in the e-newsletter, *The HVAC Insider* – 299 total hits. However, the other two e-newsletters also contributed ample leads to boost the final combined total to nearly 600 responses.



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Desert Aire Corp. ExpertAire New Product Launch '05 - '06 **Summary and Conclusion**

All of the marketing strategies implemented to achieve the stated marketing goals for ExperAire's product rollout worked very well in late '05 and throughout '06. I attribute the positive results to a well-defined media plan combined with engaging advertising and consistent PR.

However, when our banner ads in the e-newsletters proved to be more successful than originally expected, it was evident that these types of ads needed to become a regular part of our media mix and receive a greater portion of our advertising budget. Clearly, opt-in subscribers of e-newsletters paid attention to banner ads. As a result, I not only added more banner ads to our '07 media plan, but I also refined our follow-up methods by giving respondents the opportunity to be added to a mailing list via an opt-in form on our landing pages.

In addition, because the sales/purchasing cycle for our dehumidifiers can average anywhere between six months to a year, it has always been difficult to accurately track advertising leads over an extended period of time. Due to some logistical obstacles that prevent our sales managers from fully implementing CRM software or other sales monitoring tools with our independent rep firms, we've been unable to accurately track our ad leads through the entire sales process. As a result, it has also been nearly impossible to calculate the ROI of our advertising programs.

Therefore, the most important and the best metric that I was able to provide Desert Aire to measure the success of our advertising campaigns was to track the volume of responses that each marketing message received. To do this well required that I:

- thoroughly know and understand the customers that purchase dehumidifiers;
- develop pertinent messages about Desert Aire's products that speak directly to our target audience;
- select proper communications channels that our customers desire to receive and would be more apt to review our promotional messages;
- gauge the success of these efforts based upon the quantity of responses that we received from each product marketing campaign implemented.



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