

2023 Dealer Advertising Co-Op Program



This guide is valid for the January 1, 2023, through December 31, 2023 program. Please refer to your distributor and your Co-op Sales Plan for official language.

Coop Categories

Click any of the categories below to view further guidelines



Branding

- Branded Merchandise, Promotional Items & Vehicle Decals
- Branded Uniforms & Apparel
- RunTru Co-Branding
- Vehicle Wraps/Full Designs



Traditional Media

- Billboards: Static or Electronic
- Dealer Outdoor Building Sign
- Direct Mail or Door Hangers
- Newspaper or Magazine
- Printed Newsletter
- Radio
- Television or Cinema
- Yard Signs



Digital Marketing

- Ad Club Mediagitic
- Digital Video/Pre-roll Ads
- Email Marketing
- Google Local Service Leads
- Keyword Search Advertising (PPC)
- Online Banner/ Display Ads
- Online Local Listing Management
- Over The Top (OTT) Keyword Search
- PriceBook Digital
- Search Engine Optimization
- Social Media Management, Ads and Reporting
- Website/Landing Page /Mobile Site Development



Training

- EGIA Training
- *Third Party Dealer Business Training or Technician Technical Training

*Pre-approval required unless using BDR, No Pressure selling, or Trade Warrior



Other

- CallSource
- Events, Shows & Exhibits
- FSM
- On-Hold Messaging
- Podium
- Product Literature
- Sponsorships
- Warranties (JB or AIG Only)

Branding



Branded Merchandise & Promotional Items

Preferred Vendor:

- PSG Geiger

Ad Requirements:

- Trane logo and/or TCS logo at least 50% in size to the dealer logo if applicable

Coop Guidelines:

- Proof of Cost: Invoice from vendor
- Proof of Performance: photo of item purchased (with Trane logo shown)
- If items are ordered via Trane's preferred vendor(s), photos of the items are not required

Branded Uniforms & Apparel

Preferred Vendor

- Wayne Enterprise

Ad Requirements:

- Approved Trane logo and/or TCS logo

Coop Guidelines:

- Proof of Cost: Detailed invoice from vendor showing all expenses
- Proof of Performance: Picture of item purchased showing approved Trane logo
- If items are ordered via Trane's preferred vendor, proof of performance is not required

RunTru Co-branding

Ad Requirements:

- For qualified dealers, cost of RunTru cobranded badges

Coop Guidelines:

- 100% co-op eligible up to 250 badges for calendar year
- 50% co-op eligible for badges in excess of 250



Branding



Vehicle Wraps/Full Designs

Preferred Vendors:

- Signature Graphics

Ad Requirements:

- Approved Trane and/or TCS logo at least 50% size of the dealer logo in a prominent location on a minimum of 2 sides
- Trane logo decals should be claimed under Branded Merchandise category
- Signature graphics is preferred vendor

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Photo of vehicle (all 2 sides)



Digital Marketing



Ad Club Mediagistics

Preferred Vendor:



Digital Videos/Pre-Roll Ads

Ad Requirements:

- Approved Trane or TCS logo at least 50% size of dealer logo OR approved Trane and/or TCS logo with 1 additional Trane element (Trane product photo, promotion, offer, creative image)
- If promoting financing, click through link must direct to page with full financing disclaimer

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Copy of digital ad
- Destination URL or screen shot of destination URL/landing page if promoting a financing offer

Email Marketing

Ad Requirements:

- Approved Trane and/or TCS logo at least 50% size of the dealer logo in a prominent part of the email (ex. Header, above the fold, leading content, etc.) and comply with applicable laws and regulations

Coop Guidelines:

- Proof of Performance: Copy of Email
- Proof of Cost: Copy of Invoice



Digital Marketing



Google Local Service Leads (GLS)

Preferred Vendors:



Ad Requirements:

- Mediagistics or SearchKings have created specific GLS accounts for HVAC
- Only HVAC leads from GLS are co-op eligible
- *TCS dealers who selected the Lead Generation growth benefit may co-op GLS leads after they have exhausted the \$3,500/\$6,000 growth benefit credit

Coop Guidelines:

- Proof of Cost: Copy of Invoice or Report from Mediagistics or SearchKings
- Trane reserves the right to audit sales of Trane/RunTru equipment on GLS HVAC leads

Keyword Search Advertising (PPC) includes click-to-call ads

Preferred Vendor:



Ad Requirements:

- Only non-Trane branded HVAC related keywords are eligible (examples: AC repair, furnace maintenance, heating and air dealer, ac installation)
- Search engine ad must include Trane mention or promotional offer featuring Trane product
- If promoting financing, click through link must direct to a page with full financing disclaimer



Digital Marketing



Online Banner/ Display Ads – Desktop or Mobile

Ad Requirements:

- Approved Trane and/or TCS logo at least 50% size of the dealer logo OR approved Trane and/or TCS logo with 1 additional Trane element (Trane product photo, promotion, offer, creative image)
- No competitive brands or imagery

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Copy of digital ad
- Destination URL or screen shot of destination URL/landing page if promoting a financing offer

Online Local Listing Management

Ad Requirements:

- DAC Group's Local Presence Management (LPM) and review monitoring program fee; one time fee to transfer reviews to trane.com (for non-TCS dealers & Distributors)
- Register at <https://trane.dacgroup.com/> (Program is free to TCS Dealers)



Coop Guidelines:

- Proof of Cost: Copy of Invoice from DAC Group

Over the Top (OTT)

Ad Requirements:

- 15, :30 & :60 ads: Trane Logo and at least one Trane mention in audio/voiceover

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Finalized produced ad OR notarized script detailing audio and visual ad components



Digital Marketing



PriceBook Digital

Preferred Vendor:



Ad Requirements:

- Only Trane Equip, Parts & Supplies may be represented
- PriceBook Digital is the only vendor approved for co-op
- Dealer must maintain their own contract with PriceBook Digital and submit for reimbursement

Coop Guidelines:

- Proof of Cost: PriceBook Digital Invoice

Search Engine Optimization

Ad Requirements:

- Approved Trane and/or TCS logo on main page
- No competitive logos, Brands serviced may be listed by name
- Include at least 2 of the following elements: Trane product page(s), Trane product image(s) on main page, Trane related articles/blogs, equipment offers specific to Trane, Wells Fargo financing page per guidelines

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Website URL
- Trane reserves the right to audit website to validate ongoing compliance
- Amount reimbursed may be prorated based on % of website dedicated to HVAC (vs. plumbing, etc.)



Social Media Management, Ads and Reporting

Ad Requirements:

- Covers agency fees for management of social media channels & paid social ads
- Content must include Trane elements (logo, product, promotions, etc.) and comply with applicable laws and regulations
- “Special financing available” is acceptable; No Specific term or rate finance offers may be included in social media advertising

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Trane reserves the right to audit social media activity to validate ongoing compliance

Website/Landing Page /Mobile Site Development

Preferred Vendor:



Ad Requirements:

- Approved Trane and/or TCS logo on the main
- No competitive logos or imagery
- Brands serviced may be listed by name
- Include at least 2 of the following elements: Trane product pages(s), Trane product images(s) on main page, Trane related articles/blog, Equipment offers specific to Trane, Wells Fargo page

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Website URL
- Trane reserves the right to audit website to validate ongoing compliance. Amount reimbursed may be prorated based on of website dedicated to HVAC (vs.plumbing, etc.) “Trane” cannot be used in newly created URL domain names.



Traditional Media



Billboards: Static or Electronic

Ad Requirements:

- Approved Trane and/or TCS logo at least 50% OR
- Approved Trane and/or TCS logo with 1 additional Trane element (Trane product photo, promotion, offer, creative image).
- No competitive brands or imagery

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Photograph or art card of billboard

Dealer Outdoor Building Sign

Preferred Vendor:

- Federal Health

Ad Requirements:

- For electronic building signs, only the cost of the sign is co-op eligible. No installation or maintenance costs
- Approved Trane and/or TCS logo

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Photo of installed sign and for electronic copy of art card

Direct Mail or Door Hangers

Ad Requirements:

- Approved Trane and/or TCS logo at least 50% size of dealer logo OR
- Approved Trane and/or TCS logo with additional Trane element (Trane product photo, promotion, offer, creative image. Logo must be in the ad.
- No competitive brands or imagery

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Copy of printed piece



Traditional Media



Newspaper or Magazine

Ad Requirements:

- Approved Trane and/or TCS logo at least 50% size of the dealer logo
- No competitive brands or imagery

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Copy of ad (electronic form is acceptable)

Printed Newsletter

Ad Requirements:

- Trane and/or TCS logo at least 50% size of dealer logo OR approved Trane and/or TCS logo with additional Trane element (Trane product photo, promotion, offer, creative image)
- Logo must be in the ad
- No competitive brands or imagery

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Copy of printed piece

Radio

Ad Requirements:

- :15, :30 & :60 ads: One Trane mention in audio/voiceover
- "It's Hard to Stop a Trane" tagline counts as 1 mention

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Finalized produced ad OR notarized script detailing audio components



Traditional Media



Television or Cinema

Ad Requirements:

- :15, :30 & :60 ads: Approved Trane or TCS logo at least 50% size of dealer logo and at least one Trane mention in audio/voiceover

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Finalized produced ad OR notarized script detailing audio and visual ad components

Yard Signs

Ad Requirements:

- Approved Trane and/or TCS logo at least 50% size of dealer logo OR approved Trane and/or TCS logo with additional Trane element (Trane product photo, promotion, offer, creative image)
- Logo must be in the ad
- No competitive brands or imagery

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Copy of printed piece



Training



EGIA Training

Ad Requirements:

- EGIA monthly membership
- *Upgrade membership fee, associated with TCS is eligible for COOP

Coop Guidelines:

- Proof of Cost: EGIA Invoice

Third Party Provided Dealer Training Classes BDR, ACT Group etc

Ad Requirements:

- Third Party Dealer business development training or technician technical training
- Preapproval required unless using: BDR, No Pressure Selling, The Act Group, or Trade Warrior

Coop Guidelines:

- Invoice supporting eligible fees for training, training class name and agenda, participant name



CallSource

Ad Requirements:

- Tracking for leads through marketing mediums

Events, Shows & Exhibits

Ad Requirements:

- Trane signage with approved Trane and/or TCS logo at 50% size of the dealer's logo
- Trane or Trane Home products must be on display (cost of product is not eligible)
- No competitive products/brands on display

Coop Guidelines

- Proof of Cost: Copy of Invoice
- Proof of Performance: Photos of event and/or exhibit showing Trane signage and product display
- Deposit claims: Event date, location and deposit invoice (due within 90 days of invoice date or activity date). The claim can be reimbursed out of the fund year for either the invoice date or the activity

FSM - (only the TCS 8 FSMs)

Preferred Vendor:

- 8 FSMs
- HouseCall Pro

Ad Requirements:

- Approved vendors as stipulated in the Trane Comfort Specialist Sales Plan are co-op eligible
- ServiceTitan (including Marketing Pro), FieldEdge, Aptora, Jobber, P3, Payzerware, and ServiceFusion

Coop Guidelines

- Proof of Cost: FSM invoice
- For dealers that have selected FSM as a TCS growth benefit, payout for co-op will be after they have utilized their TCS funds and should not exceed total yearly cost of FSM



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Other



On-hold Messaging

Ad Requirements:

- Mention Trane at least 1 time for every :60 seconds of audio

Coop Guidelines:

- Proof of Cost: Copy of Invoice
- Proof of Performance: Final produced on-hold message recording

Podium

Preferred Vendor:

- Podium

Ad Requirements:

- On-line reputation management and customer interaction/reviews

Coop Guidelines

- Proof of Cost: Podium Invoice

Product Literature

Preferred Vendor:

- Mira

Ad Requirements:

- Trane and RunTru consumer literature ordered on ComfortSite> Order Center> Marketing Materials

Coop Guidelines

- Proof of Cost: MIRA Invoice



Other



Sponsorship

Ad Requirements:

- Include a promotional element (TV, radio, billboard, direct mail, digital ad, etc.)
- Follow media guideline requirements
- If event sponsorship, include prominent Trane signage with approved Trane logo
- Pre-approvals are strongly encouraged

Coop Guidelines

- Proof of Cost: Copy of Invoice
- Proof of Performance: Copy of sponsorship contract, photograph of Trane Signage at event, final produced promotional element
- Limitations: Benefits (tickets, suite access, parking passes, VIP passes, etc.) are not eligible for reimbursement as separate line items but can be included as added value in packages

Warranties (JB or AIG Only)

Preferred Vendor:

JB or AIG

Ad Requirements:

Cost **of extended** warranty for Trane and RunTru installed equipment by AIG or JB warranties

Coop Guidelines:

Invoice **from AIG or** JB Warranties. Either individual or complete report from dealer of all claims within 90 days.

