

# honeywell HVAC home and building controls



After 12 years without advertising, Honeywell Home & Building Controls asked us to think big for their 1st consumer ad plan.



*the Perfect People to Bring You the Perfect Climate*



From a small startup budget offered by the company to a total market accrual of nearly \$1,000,000. How? We contacted the primary HVAC contractors and distributors and solicited them to contribute a monthly fund to the plan. It's that simple.

The plan consisted of more than 8,300 radio commercials, over 12,000 cable and broadcast tv spots, more than 52,400,000 pieces of direct mail, over 230

newspaper ads, and websites for more than 41 contractors and five distributors.

We developed the database lookup for the consumer, programmed the voice and fax-on-demand system, and handled every consumer call on inbound and outbound.

The plan produced 169,000 web hits, 31,000 literature requests, and produced sales which not only paid for the program, but increased profits by 129% in less than 16 weeks, despite the worst sales year since 1974.

**You need inteloquence.™**

**It's marketing, made smarter.**

