



2018 BRAND GUIDE

Your personal and professional reference guide to building, protecting and promoting our brand.



2018 BRAND GUIDE CONTENTS

SECTION 1: ABOUT THE BRAND

- 04 What is a Brand?
- 05 A Brief History
- 06 Brand Value Proposition & Vision Statement
- 08 Trust Research
- 13 Our Customer Personas
- 14 Emotional Pathway
- 15 2018 Customer Priorities

SECTION 2: BRAND IDENTITY STANDARDS

- 17 Protecting Our Brand
- 18 Brand Identity: Logos
- 19 Brand Identity: Logo Usage
- 20 Brand Identity: Color Guide
- 21 Brand Identity: Typography
- 22 Photography Library
- 27 Vehicle Graphic Guidelines

SECTION 3: 2018 BRAND CAMPAIGN

- 31 2018 Brand Campaign:
"Your Comfort is Just a Call Away"
- 32 Campaign Elements
- 33 Campaign Samples

SECTION 4: ONLINE MESSAGING & SOCIAL MEDIA

- 37 Online Messaging & Social Media Intro
- 38 Social Media: Resources
- 39 Social Media: Rules and Guidelines
- 40 Social Media: Best Practices

SECTION 5: CHILDREN'S MIRACLE NETWORK

- 43 About the Partnership

SECTION 6: CONTACTS & FAQ

- 45 Contacts
- 46 Frequently Asked Questions

— ABOUT THE —
BRAND





WHAT IS A BRAND?

Our Brand is a Promise We Make to Our Customers Every Day.

It is a promise of trust delivered with every customer experience. A promise of respect for our customers' time, property and intelligence. A promise of skilled workmanship, ethical behavior, and genuine caring for our customers and community.

A brand is also a vital system of language and design elements that help differentiate us from the competition, and communicate a consistent, professional face to our customers.

Use your 2018 One Hour Heating & Air Conditioning® Brand Guide as your personal and professional guide to build, protect and promote our brand.





ONE HOUR HEATING & AIR CONDITIONING: A BRIEF HISTORY

In 2000, a survey of residential customers revealed that most people saw HVAC technicians as honest, frugal and hard working. At that time, punctuality was the top driver for choosing an HVAC services company.

“Always On Time ... Or You Don’t Pay A Dime!®” became our tagline, and our robust On-Time Guarantee was born.

In 2010, One Hour Heating & Air Conditioning was purchased by Direct Energy. Direct Energy Services (DES) and Clockwork Home Services combined to become one of the largest residential providers of heating and cooling, plumbing, and electrical services in North America – serving more than three million households annually in the U.S. and Canada.

In 2014, One Hour became the first heating and air conditioning company to partner with Children’s Miracle Network Hospitals (CMNH) – demonstrating our company’s commitment to helping kids in our local communities.

In 2018, as times have changed, so have our customers’ priorities. **Today, trust and integrity are at the forefront of their decision-making.** Happily, expertise and professionalism are timeless attributes, and reflected in the high level of excellence we bring to each and every customer experience.



BRAND VALUE PROPOSITION & VISION STATEMENT

What is a Value Proposition? A value proposition communicates the reasons why prospects should choose to do business with you rather than your competitors.

VALUE PROPOSITION FOR ONE HOUR HEATING & AIR CONDITIONING:

Homeowners seeking worry-free HVAC repairs and replacements rely on One Hour for highly trained service professionals who willingly share their skills and knowledge, and perform quality work – guaranteed.

What is a Vision Statement? An aspirational description of what an organization would like to achieve or accomplish, and a clear guide for choosing current and future courses of action.

VISION STATEMENT ONE HOUR HEATING & AIR CONDITIONING:

“To inspire confidence and trust among customers and employees by consistently bringing the highest level of professional knowledge and personal commitment to every service experience.”

BRAND RESEARCH AND
**STRATEGIC
INSIGHTS**





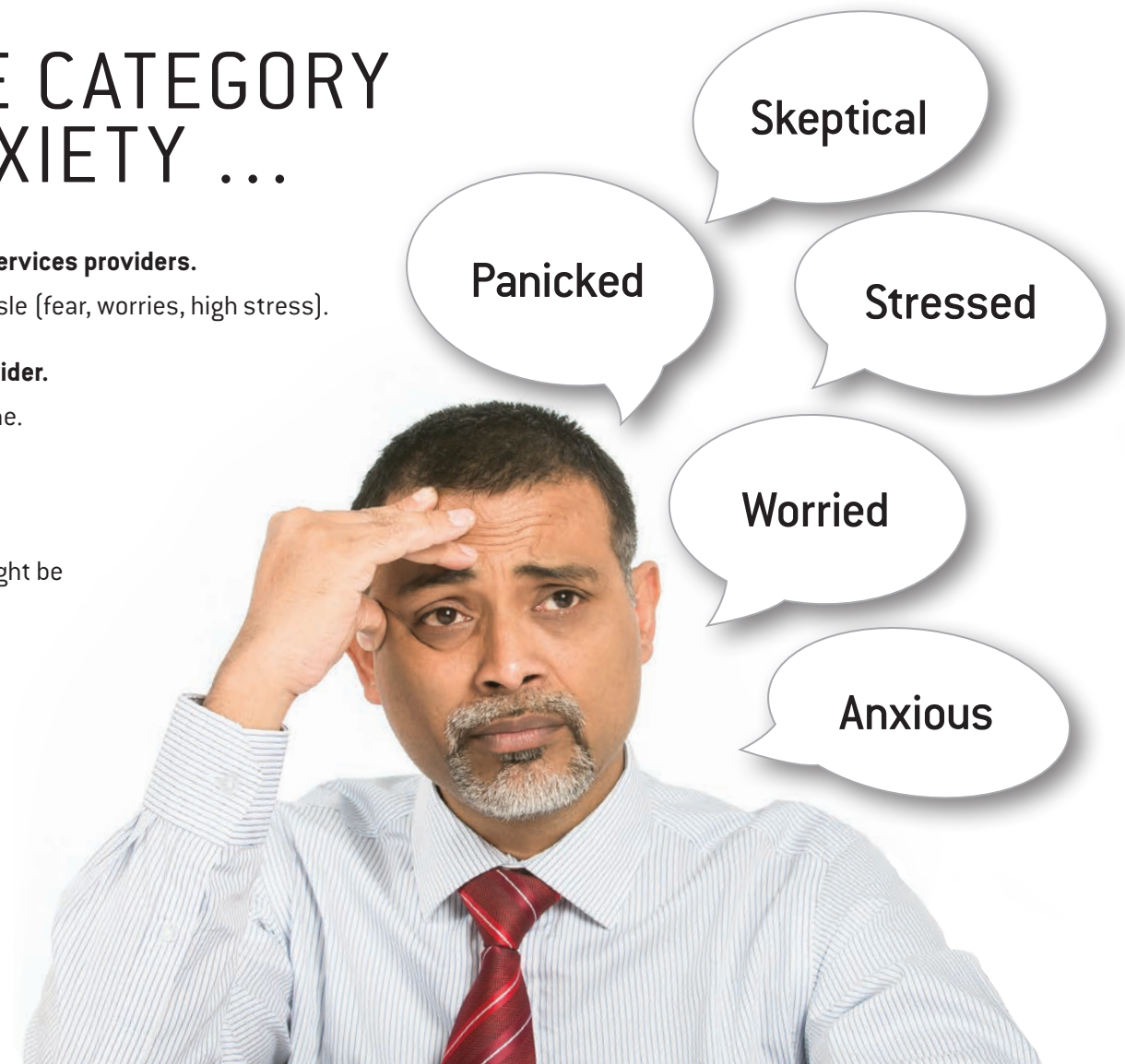
TRUST RESEARCH

What led our company to focus on trust for all our communications? Our customers did. In 2014, DES Marketing launched an extensive homeowner survey to identify their key motivators when choosing a home services provider.

DES consumer research has shown that
TRUSTWORTHINESS is extremely important
when selecting home services providers.

CONSUMERS APPROACH THE CATEGORY WITH A HIGH DEGREE OF ANXIETY ...

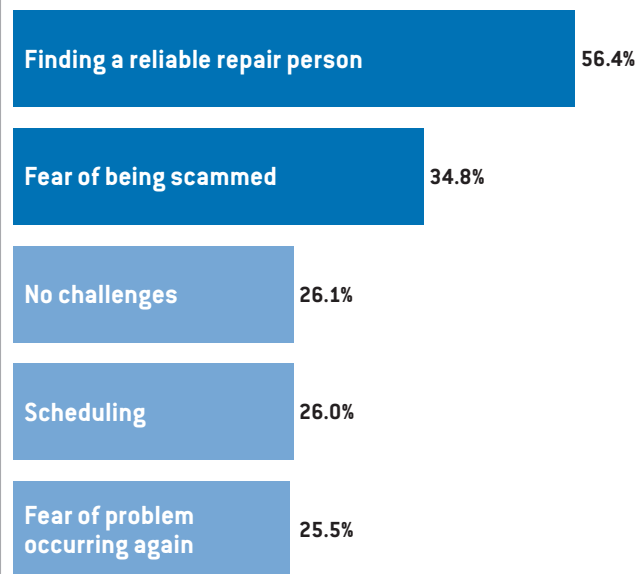
- **Research shows that trustworthiness is extremely important when selecting home services providers.**
 - ✓ Expectations are low and consumers anticipate that the repair process will be a hassle (fear, worries, high stress).
- **Finding a reputable and trustworthy provider is the #1 concern when selecting a provider.**
 - ✓ Trust emerged as most important challenge/purchase drivers, ahead of cost and time.
- **Consumers find it difficult to ascertain the trustworthiness of providers.**
 - ✓ They feel out of control and say that selecting a provider feels like taking a gamble.
 - ✓ Because of their lack of knowledge/expertise in the category, they fear that they might be taken advantage of.
- **They try to regain some control and try to minimize risk and uncertainty.**
 - ✓ Most do research, check online reviews, or seek referrals.
 - ✓ They also seek out technicians that are licensed/bonded, and have a good overall reputation/track record.
- **While cost is a concern, consumers are willing to pay for quality work.**
 - ✓ They are concerned about being scammed, but are willing to pay a fair price (or even a reasonable price premium) for good work.



Consumers indicate that finding a trustworthy/ reliable company/repair person is a key challenge.

GREATEST CHALLENGES (Selecting Provider)

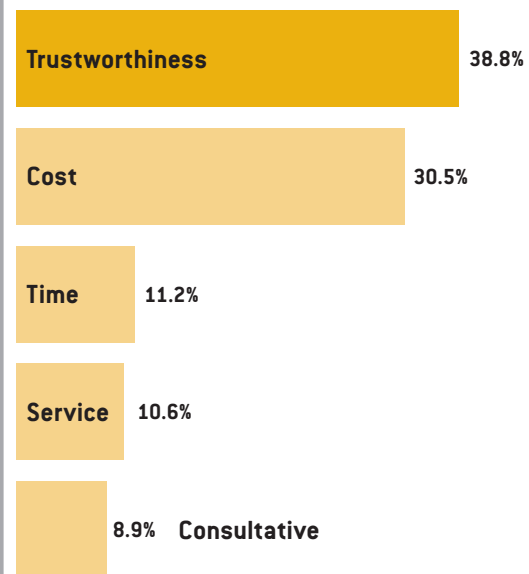
Q: What is most challenging to you about having a major appliance or home system repaired or replaced?



Survey conducted by Total Protect, a home warranty company, in 2013. Responses from 1,059 homeowners.

MOST IMPORTANT (Selecting Provider)

Q: What is most important to you when selecting a home services provider?

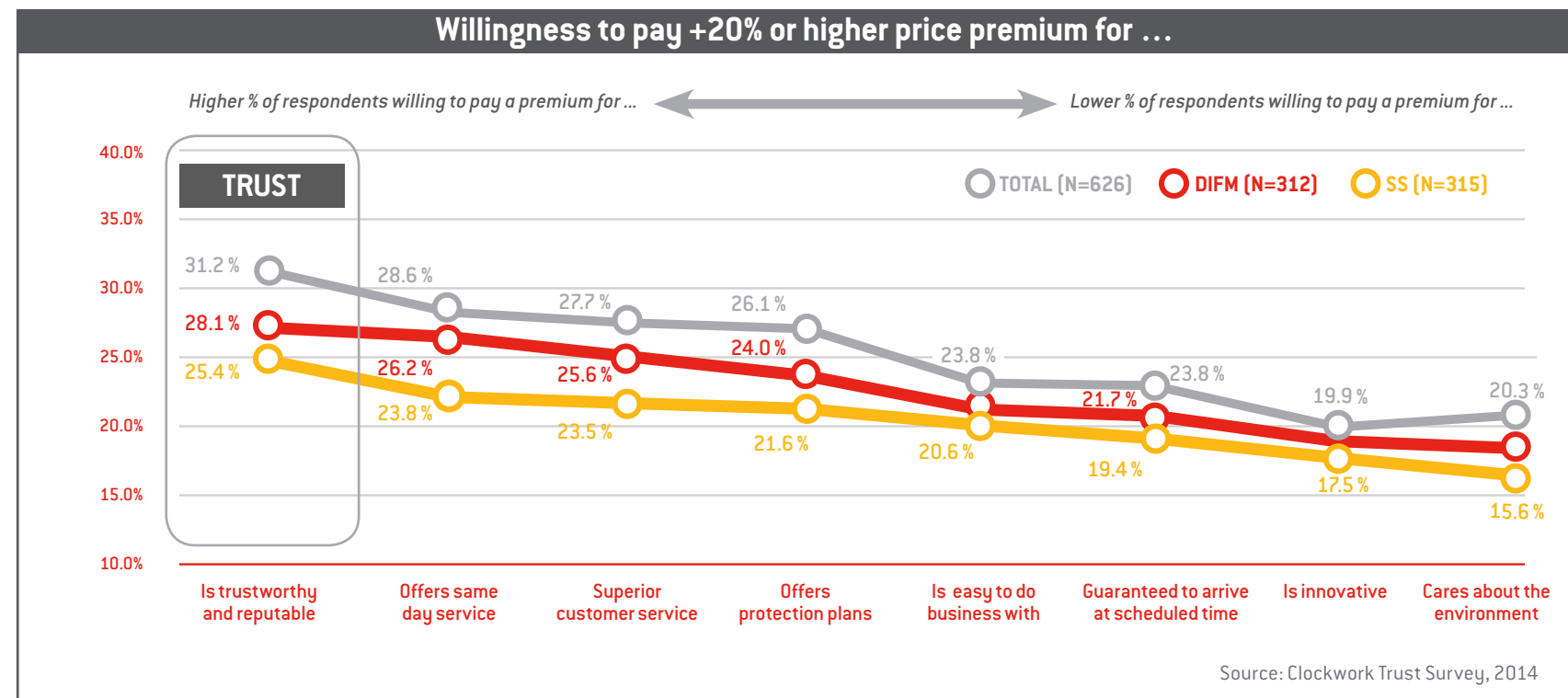


Source: FKM Awareness & Usage Study, 2011
N=400

In comparison to other service attributes, TRUST RANKS HIGHEST in justifying a price premium in the mind of consumers.

Trust is the #1 ranked attribute in terms of respondents' willingness to pay a +20% price premium.

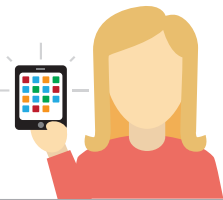
- DIFMs show a stronger willingness to pay price premiums across all attributes.



Q: How much of a price premium would you be willing to pay for a plumbing, electrical, heating or air conditioning services provider that ... ?
 (Please select one response per row.)

FIVE CORE CLOCKWORK CUSTOMERS

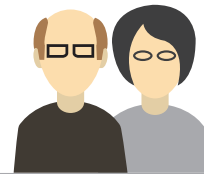
Savvy
SALLY
THE SMART SHOPPER



BARGAIN-HUNTING
BETH
THE DEAL-CHASER



The Old
FAITHFULS
THE STABILITY SEEKERS



HIGH ROLLER
HENDERSONS
THE DO-IT-FOR-MES



The
GET-ER-DONE GREENS
THE SUSTAINABLE SELF-RELIANTS



Savvy Sally is not the most price-sensitive customer, but she loves shopping for a good deal – so long as it’s not too risky. Her hunting ground? The Internet – where she pounces on product information, price comparisons and service reviews.

Bargain-hunting Beth lights up at the word “deal,” but she’ll spend a few bucks more to protect her purchases. For Beth, convenience is huge, too. Give her a choice of payment plans, have a positive online presence, and make her overall experience pain-free – and she’s yours.

The Old Faithfuls are typically middle-aged folks who value honesty, integrity and flexibility in every relationship. They proudly support their community and the businesses within it. Show up on time, look tidy and treat them like they’re your top priority, and they’ll be your customers for life.

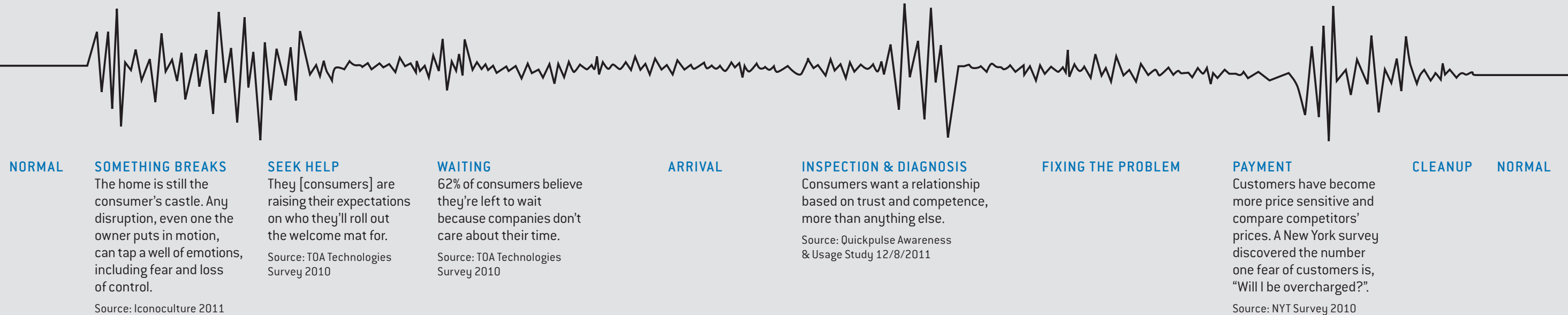
The High-Roller Hendersons don’t want to spend time doing home repairs, but they’ll spend plenty of money to have someone else do it. Just make customer service a priority, explain choices in simple terms, and offer service protection – they’ll call you time and time again.

The Get-er-done Greens are a self-reliant bunch. They’re super handy around the house, so when they do call in the pros, they expect top-notch service, innovative products and quick response – even on nights and weekends. They also care about the environment and make decisions accordingly.



CUSTOMER EMOTIONAL PATHWAY

People don't think about their HVAC system until something goes wrong. This chart illustrates the emotional highs and lows customers experience when they have a heating or air conditioning problem. Understanding their emotional state can help you communicate with them at every stage of service.



2018 CUSTOMER PRIORITIES

In 2018, we conducted a non-branded 1000+ homeowner study to quantify service-attribute dynamics for different types of home services contractors.

As with previous research, TRUST emerges as a critically important decision factor, and highly relevant when consumers are making choices in the home services category. We also asked homeowners their preference for:

- Local contractors
- National contractors
- Local part of a national franchise

KEY INSIGHT: When we explained the benefits of a local provider that is affiliated/supported by a national company, 70% of those respondents who initially preferred a local contractor said they would be much or somewhat more likely to reconsider their local preference.

- Legitimate company with a national reputation
- More resources and standardized procedures
- Professionalism
- Better warranties and extra sense of security

Percentage who selected a given attribute as one of up to five criteria considered to be *most important*:



Source: DES Trust Dynamic Research Study, 2017

Q: From the list below, please select up to five (5) attributes that would be most important to you when selecting a contractor to perform [SERVICE] at your home.

BRAND

IDENTITY STANDARDS





PROTECTING OUR BRAND

We've compiled this comprehensive Graphic & Design Standards guide to help you protect and promote our brand. It includes all policies and procedures associated with the approved use of the One Hour Heating & Air Conditioning name, logo and associated branding elements.

Any applications for brand graphics that are NOT covered here must be directed to your Field Marketing Manager for approval PRIOR to use.

Correct and consistent use of our logo and tagline is essential to protecting our brand image. Official reproduction artwork for both is available on the Marketing Toolbox (MTB) for download and use.

Always require your printing and digital vendors to follow the EXACT logo specifications for reproduction.

PREFERRED: Full-Color Logo



A logo lockup with the Brand's Unique Selling Proposition (USP), "Always On Time ... Or You Don't Pay A Dime!™", is available and must be used to maintain size and proportion standards.

Black & White Logo



Reverse Logo Usage



IMPORTANT! Color specifications for print and digital are included in the “Brand Colors” section.

All logos are fully detailed for reproduction

The registered mark (®) is required and must appear clearly

Size limit: No smaller than 1.25 inches wide

Clear Space

It is important to keep our logo away from clutter and other elements so that it can stand out and shine. The minimum clear space around the logo is 1x with “x” being the height of the letters in “One Hour.”



Unacceptable Usage

Use only the provided art files. Do not recreate the logo, or change the colors or fonts.



Do not distort the logo in any way.



Never use the logo inverted or flipped.



Do not use the logo on an angle.



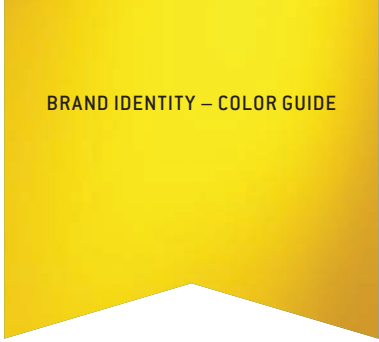
Do not use distracting shadows.



Do not place the logo on busy or distracting backgrounds.



Do not use the logo vertically.



BRAND IDENTITY – COLOR GUIDE

Color is a vital element in our brand identity. Correct, consistent use of this design element is important to portraying a quality image for our brand – no matter what media you’re using.

Different media require different color specifications. Use this chart to guide you and your vendors to the best solution.

COLOR PALETTE

	<p>Primary Red PMS 192 CMYK 11/100/80/2 RGB 210/31/60</p>		<p>Primary Yellow PMS 109 CMYK 1/5/90/0 RGB 255/229/45</p>
--	--	--	---

APPROVED COLOR BACKGROUND

A textured and vignetted yellow background has been created specifically for the Brand as an additional design element and is available on the Marketing Toolbox.

<p>CMYK 18/36/100/1 RGB 210/160/42</p>	<p>CMYK 4/1/89/0 RGB 250/235/55</p>	<p>CMYK 18/36/100/1 RGB 210/160/42</p>

PRIMARY FONT FAMILY – Conduit ITC Standard

The official typeface, or font, that is used in nearly all (Preferred) One Hour Heating & Air Conditioning marketing materials is Conduit ITC Standard font family.

This family of fonts has several faces. Their respective treatments are outlined here. Following these typographic guidelines is important in maintaining a uniform look.

HEADLINES

Headlines should be set in “all caps,” ConduitBold .

Leading in multiple-line headlines should be solid. Adjust for descenders.

Tracking should default to zero.

Kerning should be set to optical and should be adjusted to allow even, consistent letter spacing.

SUBHEADS

Subheads may be set in “all caps” or “sentence case.” They can be set in ConduitBold or ConduitMedium. The type size should be proportionately smaller than the headline.

BODY COPY

Body copy should be set in ConduitLight except when on a background color, where it should be set in medium weight. Leading should be fairly aired out to help with legibility. Ideally, body copy is sized at 10 point and leading is set to 16 point. Maintain this relationship when resizing text. Kerning should be set at optical and should be adjusted to allow even, consistent letter spacing.

ONLINE FONT – HELVETICA FAMILY

Conduit ITC Standard is not a web-safe font. For online applications, use the Helvetica Family.

Conduit ITC Standard Bold

**abcdefghijklmnop
qrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

Conduit ITC Standard Medium

**abcdefghijklmnop
qrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

Conduit ITC Standard Light

abcdefghijklmnop
qrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

CONDUIT ITALIC FACES should be used sparingly. Setting type in italic “all-caps” is not preferred.

Conduit ITC Standard Bold Italic

***abcdefghijklmnop
qrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ***

Conduit ITC Standard Medium Italic

***abcdefghijklmnop
qrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ***

Conduit ITC Standard Light Italic

***abcdefghijklmnop
qrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ***

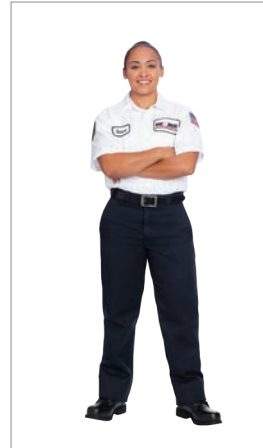
One Hour Air Conditioning & Heating Expanded Photo Library

Photography assets have been added to the Marketing Toolbox for your use on marketing and collateral materials, including online and digital deliverables. The collection includes images of our technicians working and consulting with homeowners; images of technicians on white seamless; and product shots.

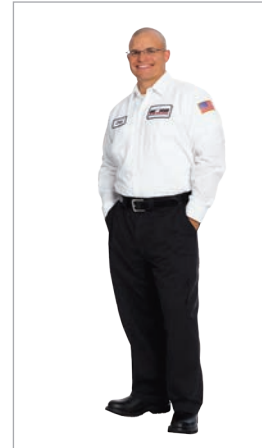
These images have been color corrected and retouched for the best reproduction. In some instances, cropping an image is acceptable. However, no other retouching or color correction is allowed without permission.

Thumbnails of available images and their file names are provided here for reference.

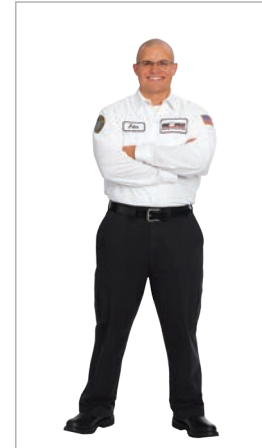
Technicians on white seamless



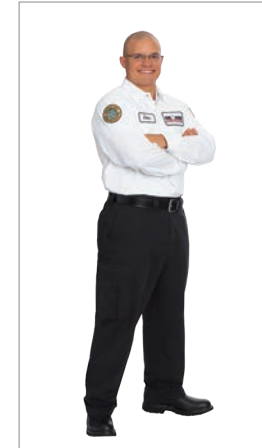
MS6_9548_300per_HRCC



MS6_9713_300per_HRCC



MS6_9724_300per_HRCC



MS6_9725_300per_HRCC



MS6_9864_HRCC



DEC_2013



DEC_2046

Van Shots



MR-0037_HRCC



MR-0354_HRCC

Technicians in action



DEC_2675



DEC_2725



DEC_2857



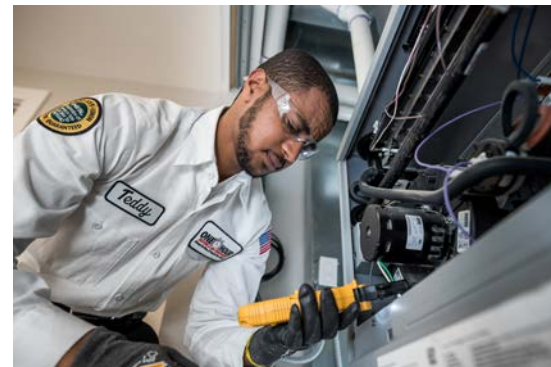
DEC_2972



DEC_3010



DEC_3084



DEC_3096



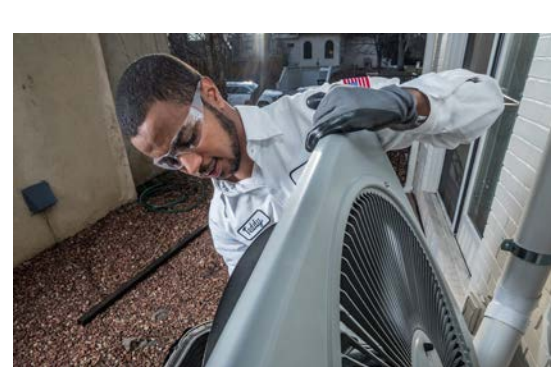
DEC_3170



DEC_3234



DEC_3281



DEC_3313

Technicians in action – DIGITAL USE ONLY



DEC_3046

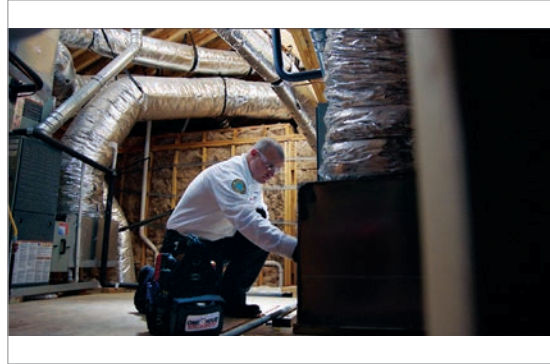


DEC_3149

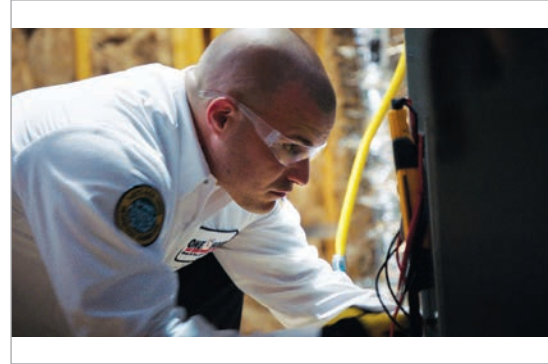


DEC_3273

Technicians in action



OH_Tech_ScreenShot_1_HR



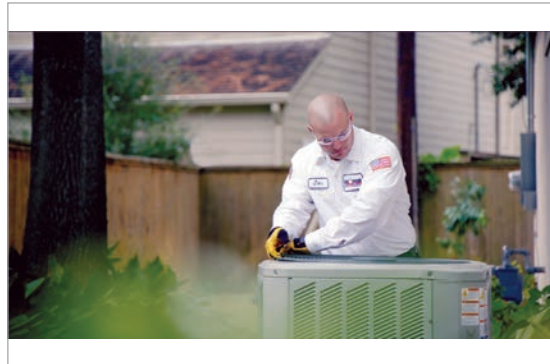
OH_Tech_ScreenShot_2_HR



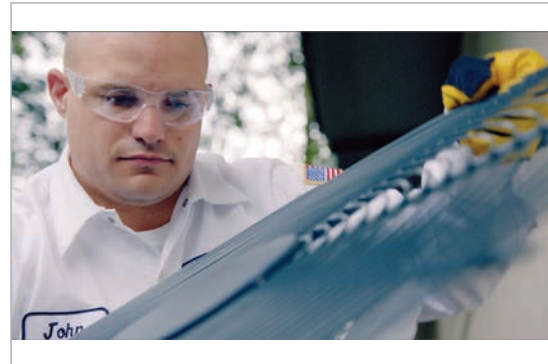
OH_Tech_ScreenShot_3_HR



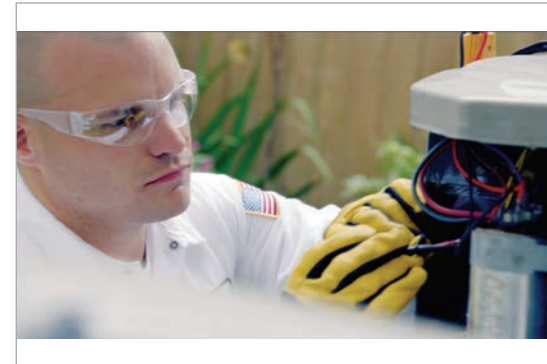
OH_Tech_ScreenShot_4_HR



OH_Tech_ScreenShot_5_HR



OH_Tech_ScreenShot_6_HR

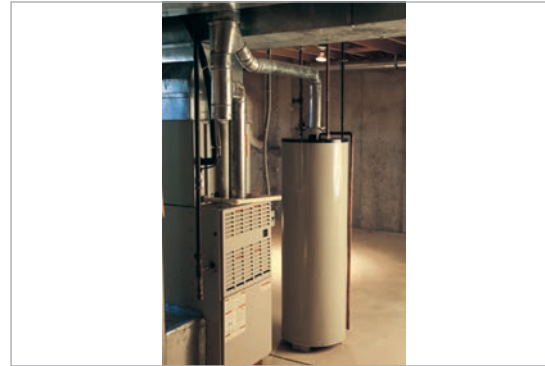


OH_TechShot_ACunit_HR

Product shots



Shutterstock_265175120_HR



Mediabakery_COM0012774_HR

VEHICLE GRAPHIC GUIDELINES

The vehicles you drive are among the most visible and dramatic marketing tools you have. The importance of following the guidelines for vehicle graphics cannot be overstated. The design and layout of these graphics have been planned to achieve maximum brand impression in your geographic area.

Vinyl Graphics

The OH logo has been reproduced on reflective vinyl in full color and various sizes.

Vehicle Identification

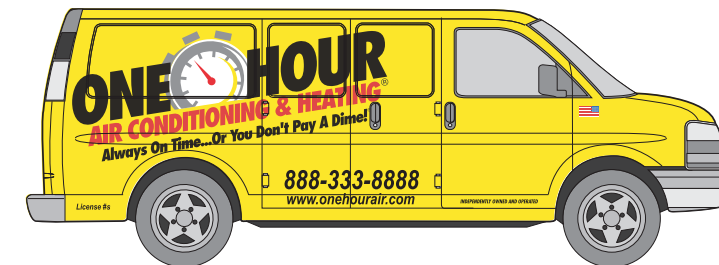
It is imperative that all vehicles are painted in the following manner and with the approved color.

Original Pantone Matching System (PMS) litho colors:

PMS 109 Yellow and PMS 192 Red



Box Truck: Solid One Hour yellow background. Large One Hour logo graphic makes a lasting impression. Design details are contained on the following pages.



Standard Cargo Van: Van body contours vary widely from manufacturer to manufacturer. Design details are contained on the following pages .

*Logo position is approximate. All makes and models will vary, such as body lengths, door positions, etc.
Use this drawing as your base reference for final application.*

Box Truck Driver Side



**Box Truck Passenger Side
Reverse Position**

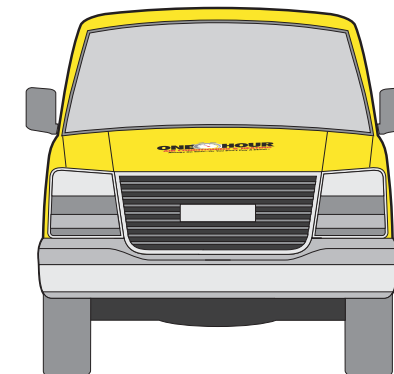
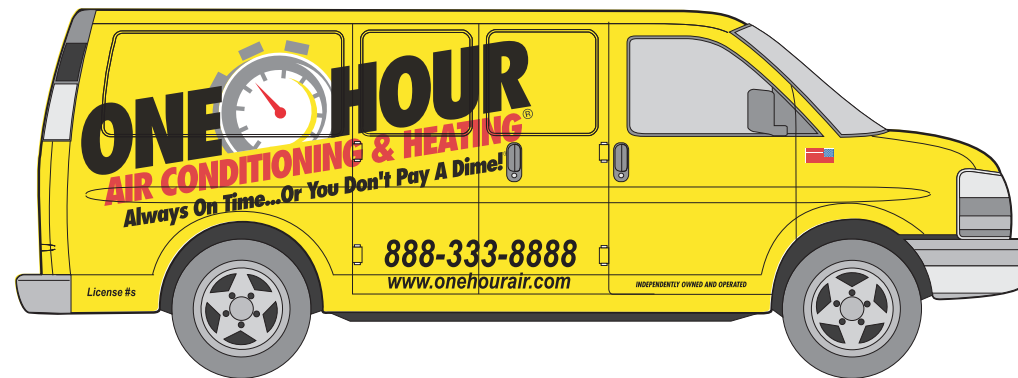


Logo position is approximate. All makes and models will vary, such as body lengths, door positions, etc.
Use this drawing as your base reference for final application.

Standard Cargo Van Driver Side



**Standard Cargo Van Passenger Side
Reverse Position**



Preferred Vendors

The One Hour home office works with various product vendors on a constant basis to ensure that our franchisees have access to the top vendors in the country. For graphics and paint, we have Preferred Vendor agreements with three providers; two in the vinyl category and one in the paint category. These vendors have been identified as preferred, in part because of their customer service, product quality, workmanship and product warranties. These vendors are also very familiar with our brands and standards. If you have any questions regarding their products and services, please feel free to reach out to the vendor directly, your Franchise Business Consultant, or Operations Manager.

VINYL PROVIDERS

Schneider Graphics 6082 Northeast 14th St. Des Moines, IA 50313 P: (515) 289-4464 F: (515) 289-4468 www.schneidergraphics.com	SignZoo 4139 N. Washington Blvd. Sarasota, FL 34234 P: (800) 239-3815 F: (941) 355-9802 www.signzoo.com
---	---

PAINT PROVIDERS

Maaco U.S. Headquarters 440 S. Church Street Suite 700 Charlotte, NC 28202 (704) 377-8855 www.maaco.com	Maaco Systems Canada 8400 Lawson Rd. Unit 1 Milton, Ontario L9T 0A4 Canada (905) 875-1248 www.maaco.ca
---	---

*Each Maaco location is Independently Owned and Operated.
Please visit www.maaco.com or www.maaco.ca to find your local shop.

ADVERTISING AND MARKETING CAMPAIGN





Total Comfort Specialists

“YOUR COMFORT IS JUST A CALL AWAY”

2018 One Hour Heating & Air Conditioning Advertising and Marketing Campaign

When you look at customers as people and not just a name on a service ticket, you deliver an elevated caliber of service.

Our 2018 Brand Campaign demonstrates how One Hour not only delivers the technical know-how our customers need, we understand the human side of equation as well – and that makes us the Total Comfort Specialists.

Trusted, local service • Highly trained, skilled professionals • Quality work, guaranteed • StraightForward Pricing®

As shown in our 2018 DES Customer Priority Study, these service messages resonated strongest with homeowners.

"YOUR COMFORT IS JUST A CALL AWAY"
2018 CAMPAIGN

"YOUR COMFORT IS JUST A CALL AWAY" 2018 CAMPAIGN ELEMENTS

We have loaded your Marketing Toolbox (MTB) with fresh, exciting and hard-selling advertising campaign materials ready for use in your market. All materials are designed to accept YOUR customized message.

PLUS, broadcast materials get the added oomph of our catchy new jingle! It's fun, memorable, and a total brand booster!

CAMPAIGN MATERIALS AVAILABLE TO YOU ON THE MTB INCLUDE:

- **NEW** Television with Jingle
- **NEW** Radio with Jingle
- **NEW** Radio DJ Endorsement Scripts
- **NEW** Out-of-Home
- **NEW** Direct Mail
- **NEW** Digital Ads
- **NEW** Photography
- ***And much more!***

"YOUR COMFORT IS JUST A CALL AWAY"
2018 CAMPAIGN

"YOUR COMFORT IS JUST A CALL AWAY" 2018 CAMPAIGN SAMPLES

We've included a sampling of the robust toolbox of advertising materials available to you on the MTB.
Use them all to increase brand awareness, gain customer trust, and most importantly **make more sales!**

TELEVISION :30 SAMPLE SPOT



RADIO :30 SAMPLE SPOT



IMPORTANT: Refer to the MTB to see all the creative executions available for customization.

"YOUR COMFORT IS JUST A CALL AWAY"
2018 CAMPAIGN

OUT OF HOME



DIRECT MAIL



Front




Back

IMPORTANT: Refer to the MTB to see all the creative executions available for customization.

"YOUR COMFORT IS JUST A CALL AWAY"
2018 CAMPAIGN

EMAIL



ONE HOUR
HEATING & AIR CONDITIONING

**YOUR COMFORT
— IS JUST A —
CALL AWAY**

SAVE BIG ON AN A/C TUNE-UP TODAY
855-ONE-HOUR

A simple but thorough air conditioner tune-up can help you pinpoint potential problems. So don't put it off. Your One Hour Heating & Air Conditioning techs are always professional, courteous and on time. See for yourself.

SAVE ON THIS INCREDIBLE OFFER TODAY!
Here are some more details about tis incredible offer. Reasons why to call now.

▶ Call **855-ONE-HOUR** to schedule this great offer today!

ONE HOUR
HEATING & AIR CONDITIONING

Call **855-ONE-HOUR**
or visit **XXXXXXXXXX.COM**

XXXXX Main Street, City, ST XXXXX

Unsubscribe from this list | Update subscription preferences
Limitations and restrictions apply. Licensed in the state of XX. #XXXXX

BANNER AD *(All standard banner sizes on MTB)*



**YOUR COMFORT
— IS JUST A —
CALL AWAY**

855-ONE-HOUR

ONE HOUR
HEATING & AIR CONDITIONING

2018 Clockwork IP, LLC. License XXXXX

IMPORTANT: Refer to the MTB to see all the creative executions available for customization.

**ONLINE MESSAGING
— AND —
SOCIAL MEDIA**





ONLINE MESSAGING & SOCIAL MEDIA

In today's age, it's critical to build and manage your online presence and reputation. The following guidelines and best practices will help you and your employees put your best foot forward while representing your business online.

THIS SECTION CONTAINS THE FOLLOWING:

- **COMING SOON:** Website Content Recommendations
- Social Media: Resources
- Social Media: Rules and Guidelines
- Social Media: Best Practices

RESOURCES

Corporate Social Media Pages

Follow and “Like” the corporate Facebook and Twitter accounts. You are welcome to share any of the content posted:

[Facebook.com/onehourheatandair](https://www.facebook.com/onehourheatandair)

[Twitter.com/onehourheatair](https://twitter.com/onehourheatair)

Content to Leverage

- Skilled Trades Infographic *(Released March 2018)*
 - You can find more information about how to leverage this infographic locally in the Infographic 101 document, which can be found on your Marketing Toolbox or requested via your FMM.
- Influencer Blog Posts and Social Media Posts *(Campaign running March – October 2018)*
 - You can find more information about this program, the bloggers that are promoting our brands, and how you can extend the life of the content on your own social media channels in the Influencer Campaign 101 document, which can be found on your Marketing Toolbox or requested via your FMM.
- Press Releases + Media Articles *(Monthly)*
 - Create Google Alerts for your brand to capture any news or press releases that are posted online. These are great assets to be shared across social media. Always link back to the source of the news.

How to Manage your Online Reputation

For more information regarding online reviews and the Reputation Management program, please refer to the Reputation Management Guide, which can be found on your Marketing Toolbox or requested via your FMM.

RULES AND GUIDELINES

Below are some high-level tips and guidelines for posting to Facebook and Twitter:

Facebook

- **LENGTH:** The common consensus for post length is around 40 characters
- **PRIVACY:** If you wish to post about a customer, always ask permission before you use their name, photo or any other content that includes them.
- **COMPANY PAGES:** When available, tag the Facebook pages of any organizations you include in a post by using the “@” symbol and typing in their company name; if they have a page, it should auto-populate. This lets them know they’ve been included in a post, while giving your readers a reference point to learn more about them.
- **VISUALS:**
 - Generally, the higher the resolution, the clearer the image. Recommended size is 1200 x 630 pixels.
 - Research shows engagement is there for videos up to 2 minutes, ideally between 30- and 90-seconds in length.

Twitter

- **LENGTH:** Twitter now allows up to 280 characters per tweet.
- **HASHTAGS:** Use hashtags to help group your tweet around a certain topic, such as when citing a special day that many people will be talking about (e.g., #EarthDay). This will put your tweet into that topic of conversation and increase your tweet’s and profile’s visibility with users following that topic.
- **MENTIONS:** In the same vein as with Facebook, use “@” mentions of any organizations or people you include in your tweet. This will notify them of the tweet and share their profile link with users.
- **RETWEETS:** Retweeting someone else’s post can be an easy way to curate content, share information and add some color to your profile.
- **SEARCH:** Twitter can also be a great resource to see how users are talking about your company. This is a good opportunity to reply to or retweet those who have tweeted positively about you, or to address any concerns.
- **VISUALS:**
 - Generally, the higher the resolution, the clearer the image. For Twitter posts, *optimal size* is 1024 x 512 pixels with a 2:1 aspect ratio.
 - Research shows engagement is there for videos up to 2 minutes, ideally between 30- and 90-seconds in length.

EMPLOYEE COMMUNICATIONS

Recommendations to employees regarding personal social media:

- When posting photos in uniform, you are a representative of your company. This means you should refrain from posting anything defamatory or inappropriate.
- If you maintain a public Twitter account, it’s helpful to add a disclaimer to your profile. While this won’t keep a business from a lawsuit, it communicates that your opinions belong to you and are not representative of your company. Examples:
 - *“Opinions are not the views of my employer.”*
 - *“All tweets are my own.”*
 - *“My opinions are my own.”*

GENERAL BEST PRACTICES

Establish goals for your social media pages that are aligned with your overall marketing goals.

Examples include:

- Build an online community
- Increase website clicks and conversions
- Increase online visibility
- Develop a loyal fan base
- Enhance customer service experience

GENERAL BEST PRACTICES *(Continued)*

Create relevant and engaging content for your customers:

Recommended content breakdown:

- 70% General: Business tips, industry news, community events, links to interesting articles, quotes, conversations with followers
- 20% Shared Content: tagging other businesses or client pages, promoting other businesses, sharing interesting posts
- 10% Promotional: endorsement of new projects, events, company news, new hires, awards and recognitions

Know your audience. As with most things in life, your message can't be as successful if you don't understand whom you're sharing it with.

Be human. People relate to authenticity; strive to sound as "human" as possible, without being too casual.

Use visuals! Incorporate photos, GIFs and videos often. Studies have shown users are more receptive and engaged with visual content.

Stay classy. Don't post anything your mom wouldn't approve of! This includes anything that could be deemed not safe for work ("NSFW"), such as inappropriate language, humor, photos or videos. You're running a business, so keep it professional.

Be responsive. The majority of customers expect a page to respond within 24 hours of a message, so it's important to keep a close, regular eye on inbound comments and questions. This builds goodwill with your communities and shows dedication to your practice.

- **If a negative comment is posted**, address it as soon as you can and offer a solution to rectify the situation.
 - Admit mistakes if you messed up, then share how you'll fix it. Do not respond defensively.
 - If the reviewer has a general complaint, validate their feelings by saying, "We apologize the service did not meet your expectation," or similar.
- Whether you reply to a negative or positive review, keep your responses short. A brief thank you, or a few sentences to try to move the conversation offline should be enough.

Keep informed. If you show that you're staying up-to-date on the latest trends and issues impacting your business, your customers will see you as experts in your industry.

- **Content curation:** Resharing posts from other organizations or posting relevant news articles are a good way to keep content coming, and act as a resource for your audience.

- **Inspiration:** Is there a big brand in your space that you respect? Take a look at what they're up to. Competitors? Chances are, you probably have an opinion on a common topic, and their content could inspire a new one altogether.

Be timely. Some of the best opportunities to post are when you can leverage something timely happening; some examples:

- Holidays and special celebrations (e.g., Thanksgiving, Earth Day, World Water Day)
- Weather- or seasonal-related (e.g., Spring cleaning tips, best practices for winter freezes)

Quality trumps quantity. It's important to keep a steady cadence of posts; this shows you're keeping a conversation going, and shows potential customers you're actively monitoring your pages and engaging with users where relevant.

- However, you also don't want to over-post, as that can be overwhelming for readers.
- Do what you feel is best for the number of followers you have. Daily posts are OK, or a few times per week for a healthy schedule.

CHILDREN'S MIRACLE NETWORK



ABOUT THE PARTNERSHIP

At One Hour Heating & Air Conditioning, our primary mission is to improve the lives of others by providing the absolute best HVAC services possible. Our partnership with Children's Miracle Network Hospitals® expands on this commitment.

In 2014, One Hour became the first heating and air conditioning company to partner with Children's Miracle Network Hospitals.

When you give to CMNH, your donation – or that of your customer – helps provide life-saving equipment, research, therapy programs and charity care right in your community. So you not only save the lives of kids in your local Children's Miracle Network Hospital, you also differentiate yourself in the marketplace – and help build strong, heartfelt connections to your community.

The Marketing Toolbox (MTB) contains all the materials you need to build a compelling campaign in your community. Materials developed using the CMNH logo must be reviewed by CMNH prior to publication or distribution.



CONTACTS AND FAQ





CONTACTS:

Marketing

Dave Kozak
VP Marketing, Direct Energy Services
David.Kozak@directenergy.com

Cathleen Dennett
Brand Director
Cathleen.Dennett@directenergy.com

Ralph Schulte
Field Marketing Director
Ralph.Schulte@directenergy.com

Adrienne Cardinale
Field Marketing Manager – Southeast
Adrienne.Cardinale@directenergy.com

Heather Espina
Field Marketing Manager – Northeast
Heather.Espina@directenergy.com

Lilah Wiatr
Field Marketing Manager – Midwest
Lilah.Wiatr@directenergy.com

Stephan Ulbrich
Field Marketing Manager – Texas, West
Stephan.Ulbrich@directenergy.com

Public Relations (PR) and Media Communications

Jessica Michan
External Relations Manager
Jessica.Michan@directenergy.com

Van Wraps and Artwork

Jennifer Stoff
Fleet Manager
Jennifer.Stoff@directenergy.com



FREQUENTLY ASKED QUESTIONS

This section coming soon.