

## **Manufacturer-Sponsored vs. Independent Marketing Programs**

Manufacturer's co-op advertising programs can be as simple as establishing a per-project agreement between the contractor and manufacturer to help defray advertising costs. Or they can be a formal agreement that gives the contractor access to marketing support based on a percentage of sales. In both cases, the goal is to support the manufacturer's brand and drive potential customers to the contractor.

For example, Johnson Controls offers the Marketing Action Center (MAC) to its York®, Coleman® and Luxaire® dealers. MAC is an extensive online collection of marketing materials that span a range of topics and include everything from customizable ads, brochures, and direct-mail pieces to door hangers, images, and public relations templates.

York dealers also have access to national T.V. advertising, enabling them to tie into York's campaign, which covers ABC, CBS, and NBC. By participating in this program, dealers can purchase professionally produced advertising that might otherwise be unaffordable.

However, when considering a manufacturer-sponsored program such as York's, it is important to remember that these programs are, in fact, manufacturer's programs, with advertising and media plans driven by the manufacturer. As a contractor, you have the ability to tag the spot with your name and contact information, but the ad's focus is the manufacturer and its products, not your business and the specific services that differentiate you from your competition.