

HOME IMPROVEMENT

BUILD A BRAND YOUR PROSPECTS CAN TRUST

HVAC

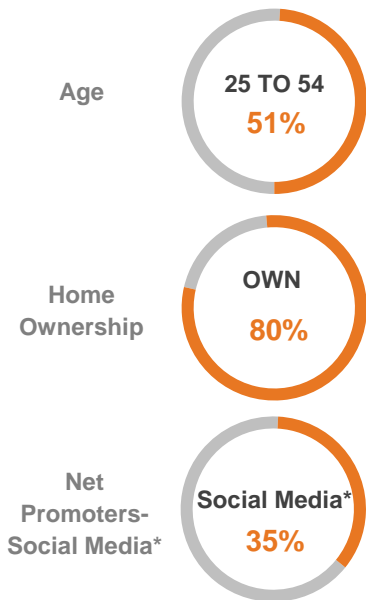


DID YOU KNOW?

50
MILES

Average distance potential HVAC customers are looking for HVAC service providers¹

HVAC CUSTOMER PROFILE²



Source:

1 AudienceSCAN Report: HVAC. AdMall. 2017

2 Scarborough USA+ (Aug15-Nov16) Adults 18+ who's Households have had Plumbing or HVAC work done in the past year.

3 Joint Center for Housing Studies of Harvard University, 2017 study

4 Nielsen Scarborough USA+, Aug15-Sep16, Base: A18+ HH that have had HVAC work done in the last year.

5 Scarborough USA+ (Aug15-Nov16): Adults planning any home improvement project, or addition, within the next 12 months.

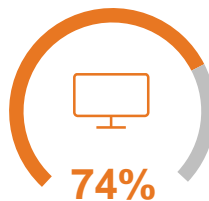
6 AudienceSCAN 2017 Survey.* Safesfuel.com, 2017. Web. 5 May 2017

* Likelihood to share on social media if they have a GOOD experience with a product or store..

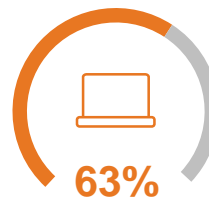
HOME IS WHERE YOUR AUDIENCE IS

Homeowners spent \$361 billion – more than ever before – on maintenance, repairs, home investments and more last year.³ Increasing demand means your advertising strategy is more critical than ever. Consumers now have a myriad of channels to discover information and a multitude of devices to consume it.

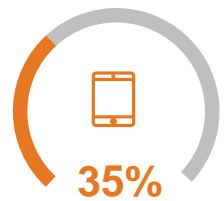
HVAC CONSUMERS ARE HIGHLY ENGAGED



Watched 10+ hours of TV in the past week.⁴



Spent 5+ hours a week online.⁴



Are influenced to make a purchase after seeing an ad on TV.⁴

USE TELEVISION TO TARGET HVAC BUYERS

Your audience is watching cable television and acting

- Adults planning home improvement projects watch an average of 26 hours of TV per week⁵
- 82% HVAC system shoppers have taken action from an ad they've seen or heard on television in the last year.¹
- Average annual consumer spending on new heating systems and new central air conditioning services is \$2,062.⁶

THE COMCAST SPOTLIGHT DIFFERENCE



Build your brand, create trust and differentiate it from the competition



Increase % of people who search for your repair service by name

Comcast Spotlight connects your business with the right audience, everywhere and anytime they watch video content.