



MITSUBISHI ELECTRIC TRANE HVAC US

CASE STUDY CONSUMER INSIGHTS POWER MEDIA RELATIONS

INDUSTRY

HVAC Systems & Sustainability

CHALLENGE

Establish Mitsubishi Electric Trane HVAC US LLC as the leading authority on heat pump technology, energy efficiency, and the IRA

SOLUTION

Create and launch a nationwide media relations campaign powered by survey research

EXPERTISE

Media Relations | Public Relations



Signed into law in August 2022, the Inflation Reduction Act (IRA) is the largest-ever federal legislation addressing climate change. And with an estimated 70% of the law's cash investments delivered in the form of tax credits, the IRA provides thousands of dollars in savings for hundreds of thousands of homeowners looking to make sustainable home upgrades.

Mitsubishi Electric Trane HVAC US LLC (METUS), a leading supplier of all-electric, all-climate Ductless and Ducted Mini-split and Variable Refrigerant Flow (VRF) heat-pump and air-conditioning systems, was at the forefront of educating consumers and contractors about the benefits of the federal and state incentives available.

Looking to generate public interest for its technology and ensure homeowners take advantage of IRA tax credits, METUS engaged Arketi Group to create and execute a strategic media relations campaign aimed at a national audience.

MEASURING WHAT MATTERS



25+

media placements reaching an audience of more than 50M



15+

interviews with target media



300+

clicks to the METUS website

GETTING CREATIVE TO UNCOVER EXCLUSIVE INSIGHTS

We launched our engagement with an Uneath workshop to uncover the key trends driving demand for Mitsubishi Electric's innovative heat pump technology. We also conducted interviews with the METUS leadership team and subject-matter experts to develop their thought leadership platforms and identify key differentiators for the company's solutions. Then, our team targeted a series of conferences and events crucial to influencing media and generating coverage.

We set out to ensure METUS was equipped with unique, newsworthy talking points for these upcoming tradeshows. But we had to get creative. With no news or product launch in the pipeline, we made the strategic decision to construct and field a national research study that would uncover unique insights and trends for Arketi to share with media. Recent developments and initiatives around the IRA opened the door for us to explore how U.S. homeowners perceive heat pump technology, their eco-friendliness, and affordability.

UNCOVERING AND SHARING CONSUMER PERCEPTIONS WITH MEDIA

The survey and subsequent report, branded the *Heat Pumps & Homeowners Index*, revealed essential, newsworthy insights such as consumer interest in IRA tax credits, concerns around energy bills, plans for smart home upgrades, and public interest in modern heat pumps. We used these findings to develop story threads for our media outreach. The results were also used to develop a press release, a four-page FastFacts report, and to secure a speaking opportunity at an upcoming expo.

Additionally, to support the media interviews at each tradeshow, we created an online media kit to summarize and serve up key information for reporters, including our news release, product data sheets, case studies, and the report itself. This simplified the newsgathering process and ensured precise reporting. Finally, we paired our conference-centric focus with an external media relations campaign leveraging the data.



Arketi's creativity and support helped us establish cornerstone research that has further fueled our mission of educating homeowners and the HVAC industry about the benefits of heat pump technology and resources available through the IRA."

JASON ROSENTHAL

Vice President of Marketing
Mitsubishi Electric Trane HVAC US LLC

THE TALK OF THE HVAC INDUSTRY

At the AHR Expo, which brings together the entire heating, ventilation, air conditioning and refrigeration (HVACR) community, we secured and facilitated more than 15 interviews with our target media. These conversations highlighted METUS's research, decarbonization strategies and refrigerant trends, which just two days later, saw METUS featured in Mechanical Hub, PHCPros, ACHR News, HPAC Engineering, and Contracting Business.

Our Homeowner's Index press release also generated more than 300 click-throughs to the METUS website. Plus, our subsequent outreach secured a podcast interview with HVACInformed, a feature in CNET, a national media hit in The Washington Post, and other opportunities throughout the year.

All told, our earned media placements reached an audience of more than 50 million - shaping public perception, influencing buying decisions, driving industry conversations, and firmly establishing METUS as a leader in sustainable heating and cooling solutions.

And, to keep the PR engine running, our award-winning integrated public relations program has since gone on to become an annual campaign!