



ADVERTISING SUPPORT

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INTRODUCTION

Mitsubishi Electric enjoys strong consumer awareness and brand equity in New Zealand. The Mitsubishi Electric brand represents high quality, energy efficient products for consumers and resellers. To promote the benefits of Mitsubishi Electric products, Black Diamond Technologies Ltd (the exclusive New Zealand distributor) invests heavily in marketing and advertising on a national and regional level. To ensure maximum return on this investment use of the Mitsubishi Electric logo, brand and sales messages must remain consistent whether in corporate or co-operative advertising, across a wide variety of media channels. This toolkit aims to equip our customer base with the resources needed to promote Mitsubishi Electric, and leverage our corporate advertising investment for increased mutual benefits.

If you need further assistance with your advertising, or require resources not enclosed in this pack, please do not hesitate to contact us directly.

Email: marketing@bdt.co.nz

Phone: 04 560 9100

Background

HISTORY OF MITSUBISHI

The first Mitsubishi company – a shipping firm - was launched in 1870. Japan had just emerged from centuries of feudal isolation and was racing to catch up with the West. The business grew rapidly and diversified into a broad range of manufacturing and commerce. World War II brought an end to Mitsubishi as an integrated organisation, allied occupation forces demanded that Japan's big industrial groups disband. But the independent companies that trace their roots back to the old Mitsubishi are still active today in nearly every sector of industry.

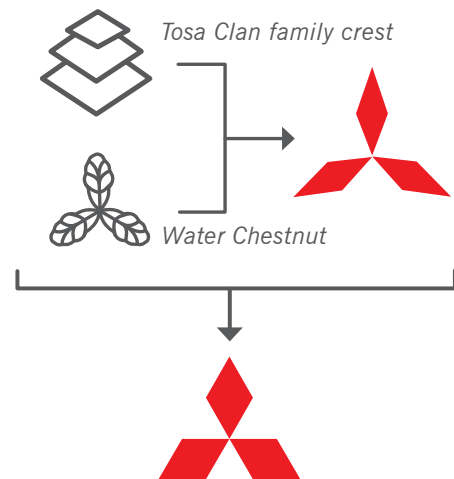
The trading arm of Mitsubishi Headquarters disbanded in 1946 and many of the Mitsubishi companies split into smaller enterprises. The trading arm fragmented into 139 companies. Most of the Mitsubishi companies abandoned the name and logo under pressure from occupation forces.

On the outbreak of the Korean War, the occupation policy shifted to emphasise industrial and economic reconstruction. Some of the Mitsubishi companies reconstituted themselves, and began using the name and logo again. However, these companies retained their autonomy, operating as completely separate companies. The companies achieved far more individually and independently than they ever could have accomplished as a single organisation. At the same time, they benefit from the shared sense of community that accrues from a common history and corporate culture.

Mitsubishi Electric Corporation was founded in 1921 when Mitsubishi Shipbuilding Co. (now Mitsubishi Heavy Industries Ltd) spun off its marine electric motor factory in

Kobe. Mitsubishi Electric has firmly established itself as a diversified electric equipment manufacturer, branching into nearly every sector related to electric equipment.

The name “Mitsubishi” refers to the three-diamond emblem. “Mitsubishi” is a combination of the words mitsu and hishi. Mitsu means three. Hishi means water chestnut, and Japanese have used the word for a long time to denote a rhombus or diamond shape. Yataro Iwasaki, the founder of the old Mitsubishi organization, chose the three-diamond mark as the emblem for his company. The mark is suggestive of the three-leaf crest of the Tosa Clan, Yataro's first employer, and also of the three stacked rhombuses of the Iwasaki family crest.



MITSUBISHI vs MITSUBISHI ELECTRIC

What difference does one little word make? While all Mitsubishi companies share a common history and three-diamond logo, the companies have been operating independently for the past 50 years. In this time, each company has developed strengths in different sectors. A suffix such as “Electric” is used by Mitsubishi companies to recognise their individual histories and competencies.

Using Mitsubishi “Electric” identifies a product made by an industry leading manufacturer with a strong history in electrical manufacturing with a corporate vision focused on developing energy saving compressor-driven products. Core products manufactured by Mitsubishi Electric include heat pumps / air conditioning, hot water heat pumps, refrigeration, dehumidifiers, energy recovery ventilation, solar PV panels and visual display systems.

To avoid confusion with Mitsubishi Heavy Industries (MHI) who also manufacture air conditioning products, any advertising must use the full Mitsubishi Electric logo and never “Mitsubishi” by itself. While both brands may share the three red diamonds, products are produced in different factories, in different countries, to completely different specifications.

Advertising Support

THE GOAL OF ADVERTISING SUPPORT

A substantial portion of the Mitsubishi Electric annual marketing budget is committed to co-operative advertising with our heat pump installation and retail partners. The advertising subsidy (“adsub”) we offer our customers is designed to be mutually beneficial; for Mitsubishi Electric (promoting the product) and for your company (promoting the service).

The goal of this investment is both short term sales gains and long term branding benefits for both parties.

PRE-APPROVAL REQUIREMENTS

Any advertising for which funding is sought, requires pre-approval by the Mitsubishi Electric marketing team. This helps us to ensure that any use of Mitsubishi Electric branding is correct and, for you, this will mean that the funding process is quick and easy. Your Mitsubishi Electric sales representative can work with you on this approval or you can send applications for approval directly to our marketing team.

For approval to be given you will need to provide the following information:

- A copy of the advertisement
- Placement of the advertisement (i.e. the newspaper, radio station etc.)
- The dates the ad will be run
- The total cost of the ad or schedule

To provide clarity and confidence when booking your advertising campaigns, we suggest sending us your plans in advance. We can then provide approval for multiple ad placements, streamlining the approval and payment processes.

Email: marketing@bdt.co.nz

Phone: 04 560 9100

GUIDELINES FOR CO-OPERATIVE ADVERTISING

For adsub funding to be given, a number of simple guidelines must be followed in each advertisement:

1. Correct use of Mitsubishi Electric and other logos
 - Logos must be used as outlined in these guidelines
 - The brand “Mitsubishi Electric” must always be used in full (in both logo form and in text) – this is to prevent confusion with Mitsubishi Heavy Industries who also use the three red diamonds in their logo
2. Incorporate appropriate corporate branding and imagery
 - The advertising resources enclosed (and available for download at www.bdt.co.nz/ids) incorporate elements and statements from our corporate advertising campaigns
 - The use of this imagery will help you to leverage the greatest value from our multi-million dollar investment into corporate advertising
3. Correct product information
 - If a specific product or model is referenced in your advertising you must make every effort to ensure all information is accurate including use of any third party logos such as the ENERGY STAR® mark
 - The Mitsubishi Electric marketing team is available at any time to check and/or provide product information, so please feel free to ask us!

GUIDELINES FOR FUNDING

Mitsubishi Electric will fund a maximum of 50% of any advertising activity. This recognises the co-operative nature of advertising campaigns.

The percentage of funding that will be available will be affected by the number of brands (within the same product category) present in the ad:

Exclusive (only Mitsubishi Electric)	50% (max)
2 brands	25% (max)
3+ brands	No funding

Advertising Support

ADVERTISING OPTIONS

There is a range of mediums that Mitsubishi Electric can provide guidance and funding towards. The right choice for your business depends on the message, target market and frequency achievable within your budget. We have summarised the key options available below. If you have another idea you would like to present, please feel free to discuss this with the marketing team or your sales representative.

Radio

There are many radio advertising options available;

- Adverts can vary in length (15 or 30 seconds)
- Sponsorship of certain shows is possible (i.e. traffic broadcasts)
- Ad libs (an announcer will read a script about your business)

The script for your advert is best handled by the experts at your radio network but Mitsubishi Electric can provide guidance on content.

Print Advertising

The most common form of advertising is still in local and national papers. Mitsubishi Electric can help your advertisement stand out amongst the crowd to ensure you get as many leads as possible. Print advertisements vary in size, colour and message depending on your objectives. A range of easy to use templates are located on the Branding CD, simply add your logo and contact details, receive approval from the Mitsubishi Electric marketing department or your sales representative and place the advertisement.

Flyer Drop/Mail Out

A more targeted approach is to complete a mail drop, this works best with an offer (cash back/free install/discount). There are a number of companies that can provide data on areas to target and deliver flyers for your company. Mitsubishi Electric can provide assistance with design and funding towards printing costs.

Van Signage

From a full car wrap to signage on one window, this acts as a moving advertisement for your business and can be a very effective long term investment.

Showroom Design

Where space allows, having an area for customers to see the product options available can help customers visualise the product in their own home. Mitsubishi Electric can assist with upgrading your showroom by providing items such as signage, mock heat pump units, posters and brochures.

Store Signage

Bold, professional signage will not only ensure customers can locate your store but it sends a brand message about your company. Mitsubishi Electric can assist with outdoor signage to make you stand out from the competition.

HOW TO CLAIM ADVERTISING SUPPORT

To claim advertising support follow these simple steps:

1. Gain prior approval from the Mitsubishi Electric marketing team (or through your sales representative)
 - You will be provided an approval number for your claim
 - Make sure you submit artwork/scripts for approval
2. Run your advertisement
3. Send an invoice for the agreed amount (reference the approval number) along with;
 - A copy of the ad that ran (from the newspaper etc)
 - A copy of the original invoice from the media supplier (for the total amount spent)

Mail this to:

Black Diamond Technologies Ltd.
Attn: Marketing Department
PO-Box 30-772
Lower Hutt
5040

4. We pay you! A credit will be raised against your Mitsubishi Electric account for the amount owed.

NEED MORE HELP?

Mitsubishi Electric has a full-service, in-house marketing and design team. We are available to support your marketing, by providing advice on promotions and media placements, and assisting with our media and print contacts.

When adequate time is available you are able to employ the services of our graphic designers – free of charge!

Any time you would like to bounce around an idea or need assistance with your advertising plans you can contact us directly:

Email: marketing@bdt.co.nz
Phone: 04 560 9100





 **MITSUBISHI ELECTRIC**
DESIGNED FOR SUPERIOR HEATING

Mitsubishi Electric Logo Protocol

VARIATIONS

There is both a long and a short form of the Mitsubishi Electric logo. The long form of the logo is generally the preferred version, but which logo you use will depend on the space available.



SIZE GUIDE

Logo versions may not be reduced below these sizes. Be aware that in newspaper publications writing is less legible when sizes get below 7pt if text is black on white, or 10pt when text is on a coloured background.



COLOUR OPTIONS

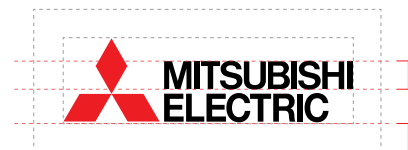
Logo text may be 100% black or white.

Diamonds must always remain red.



CLEARANCE SPACE

Space around logo must be at least the height of one line of the logotype - as in these examples.



HyperCore® Logo Protocol

HIGH PERFORMANCE HEAT PUMPS

The HyperCore® logo allows you to differentiate our High Performance Heat Pump range. HyperCore® applies only to the models listed opposite.



MSZ-FB35 VAH HyperCore®
Wall Mounted Heat Pump



MSZ-FB50 VAH HyperCore®
Wall Mounted Heat Pump



MFZ-FB50 VAH HyperCore®
Floor Mounted Heat Pump

COLOUR OPTIONS

Logo may be 'HyperCore®' blue or white depending on the background colour. The 'O' may never change colour.



SIZE GUIDE

Logo versions may not be reduced below the sizes opposite. Be aware that in newspaper publications writing is less legible when sizes get below 7pt if text is black on white, or 10pt when text is on a coloured background.



CLEARANCE SPACE

Space around the logo must be at least the height shown in the diagram opposite.



USAGE

The ® must be used in conjunction with the logo as well as when the word “HyperCore®” is written in text. This shows that this logo is a registered trademark and protects its use.



Typography

GENERAL USE

- Our primary font family is News Gothic BT.
- For most publications type is set at 80% black.
- Kerning is set as 'optical' and 10pt.
- Text must never be hyphenated.

News Gothic BT - Roman

Used for all type including body copy and headings

News Gothic BT - Bold

Used only to emphasise a certain point

News Gothic BT - Demi

An in between option to emphasise points

VARIATIONS

- As a subsidiary of News Gothic BT Mitsubishi Electric publications also use News Gothic Condensed BT.
- Kerning is set as 'optical' and 50pt.

News Gothic Condensed BT - Roman

Used only in special cases, when space is limited

News Gothic Condensed BT - Bold

Used only in special cases, when space is limited

STYLES

- Title case and sentence case are preferred use in advertisements. All caps are generally only used as titles in brochures or larger publications and in special circumstances.
- Kerning of all caps titles is set at 'optical' and 30pt.

Designed for Superior Heating

Title case used only in titles

Designed for superior heating

Sentence case always used in body

DESIGNED FOR SUPERIOR HEATING

All caps only used as major headings

Colour

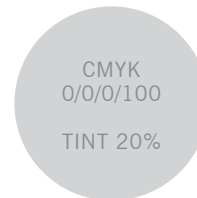
PRIMARY COLOURS

To reinforce our premium brand qualities, Mitsubishi Electric advertising is typically set on a background of either 100% black or white. This also allows our logo to stand out in communications.



SECONDARY COLOURS

If a secondary colour is needed, use tints of 100% black.



HYPERCORE® BLUE

'HyperCore®' blue is a specialised mix of colours creating a very specific shade of blue.



Advertising Templates

ADVERTISING TEMPLATES

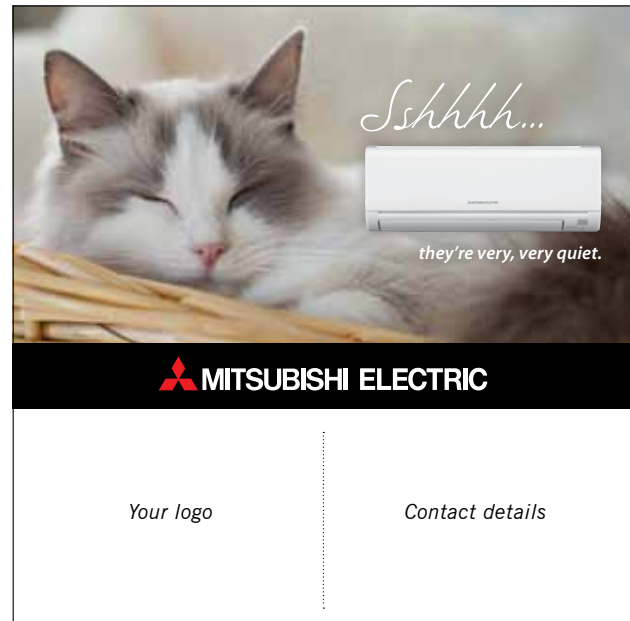
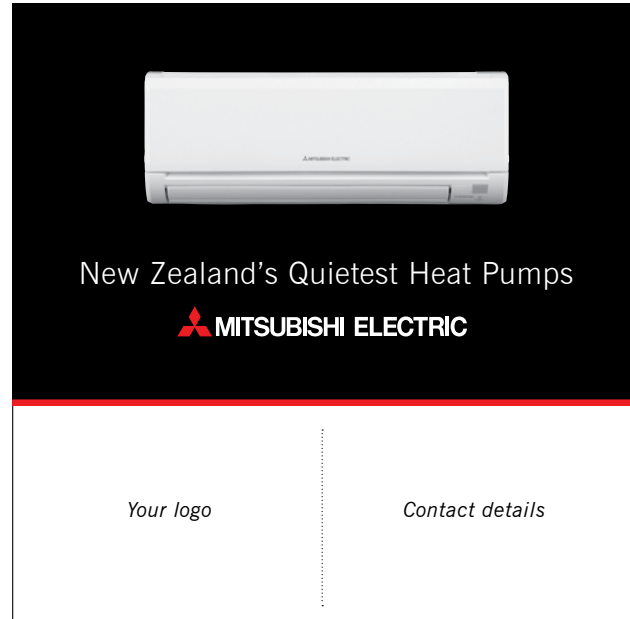
Our design team has created the following templates to make it easier for you to leverage our corporate advertising investment. Our corporate advertising has two key personalities Shane (acting as the expert) and Maya (commonly known as the shh girl). Unfortunately due to contractual obligations images of Shane or Maya can only be featured in Mitsubishi Electric corporate advertising not in our dealers advertising, in light of this we have created the following templates to ensure you can still benefit from the rest of the imagery present in our corporate advertising.

The templates represent our new corporate direction, a sleeker, premium, sophisticated aesthetic. We encourage the use of a single minded message which will result in greater cut through, and consumer understanding. Fitting with this one message focus, black has been introduced as our primary colour, this is combined with striking imagery to back up the strong statements we build our campaigns around. To ensure you receive consistent cut through we have created multiple artworks for the same message, this will allow adverts to be alternated between placements.

These templates can be found on the CD included at the back of these guidelines as well as online through our image download service www.bdt.co.nz/ids. You will also find other resources including individual logos, lifestyle images and each element by itself to allow you to build an advert to your size requirements. It is important to note that these templates represent our preferred layout. Altered artwork will require pre-approval to ensure the correct brand usage is maintained.

NEW ZEALAND'S QUIETEST HEAT PUMPS

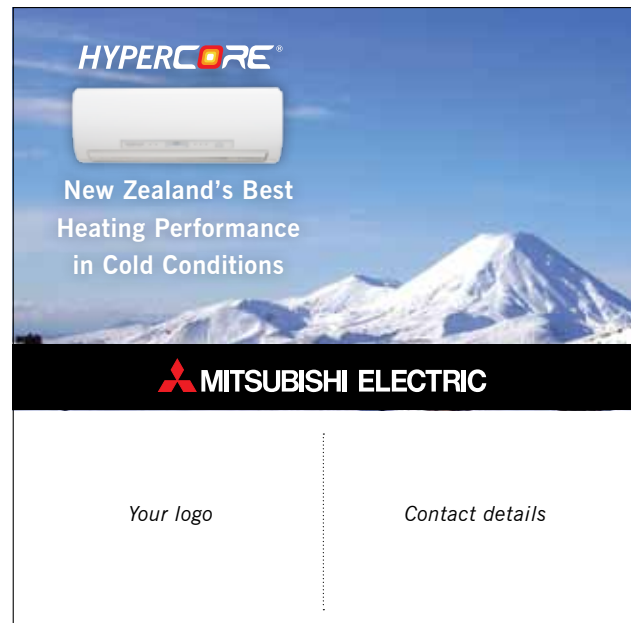
Mitsubishi Electric Heat Pumps have been the quietest in New Zealand for over 5 years, this statement has become a core message of our campaigns which consumers are now familiar with. This strong statement can be displayed in different ways as the templates below show.



Advertising Templates

NEW ZEALAND'S BEST HEATING PERFORMANCE IN COLD CONDITIONS

The Mitsubishi Electric HyperCore® range is still the only heat pump capable of maintaining its peak capacity when the temperature outside drops, even when it gets as low as minus 15°C, this is the second core statement of our campaigns. This superior performance has become important throughout New Zealand, not just in the colder areas. This strong statement can be displayed in different ways as the templates below show.



SPECIAL OFFERS

These templates give you the space to advertise a special deal on Mitsubishi Electric heat pumps.

Deal headline



Your logo & contact details


Get a Mitsubishi Electric GE50 installed for just

\$XXXX*

*terms and conditions here

Authorised Installer of

MITSUBISHI ELECTRIC



Authorised Installer of

MITSUBISHI ELECTRIC

New Zealand's Quietest Heat Pumps





MITSUBISHI ELECTRIC

LEADERS IN MULTI DRAWER REFRIGERATION



Mitsubishi Electric Logo Protocol

VARIATIONS

There is both a long and a short form of the Mitsubishi Electric logo. The long form of the logo is generally the preferred version, but which logo you use will depend on the space available.



SIZE GUIDE

Logo versions may not be reduced below these sizes. Be aware that in newspaper publications writing is less legible when sizes get below 7pt if text is black on white, or 10pt when text is on a coloured background.



COLOUR OPTIONS

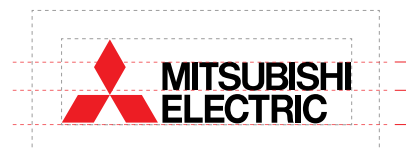
Logo text may be 100% black or white.

Diamonds must always remain red.



CLEARANCE SPACE

Space around logo must be at least the height of one line of the logotype - as in these examples.



Connoisseur/Classic Collection Logo Protocol

CONNOISSEUR VS CLASSIC COLLECTION

Connoisseur is used only in relation to Multi Drawer Refrigerators (models with 2 or more drawers).

Classic Collection is used in relation to all models with just a freezer drawer, or no drawers.

Classic Collection

Connoisseur

COLOUR OPTIONS

Logo must remain original colour or white.

Classic Collection

Classic Collection

Connoisseur

Connoisseur

SIZE GUIDE

Logo versions may not be reduced below these sizes. Be aware that in newspaper publications writing is less legible when sizes get below 7pt if text is black on white, or 10pt when text is on a coloured background.

Classic Collection
23mm

Connoisseur
19mm

Connoisseur
MULTI DRAWER REFRIGERATION
33mm

CLEARANCE SPACE

Space around logo must be at least the height of logotype as in this example.



Typography & Colour

GENERAL USE

- Our primary font family is News Gothic BT.
- For most publications type is set at 80% black.
- Kerning is set as 'optical' and 10pt.
- Text must never be hyphenated.

News Gothic BT - Roman

Used for all type including body copy and headings

News Gothic BT - Bold

Used only to emphasise a certain point

News Gothic BT - Demi

An in between option to emphasise points

STYLES

- Title case and sentence case are preferred in advertisements. All uppercase is generally only used for titles in brochures or larger publications and in special circumstances.
- Kerning of all uppercase titles is set at 'optical' and 70pt.

Keeps Food Fresher For Longer

Title case used only in titles

Keeps food fresher for longer

Sentence case always used in body

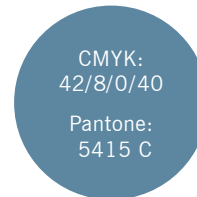
KEEPS FOOD FRESHER FOR LONGER

All uppercase only used as major headings

COLOUR

Two colours are used to distinguish between the Classic Collection and Connoisseur Collection.

The Connoisseur grey is the primary refrigeration colour and is preferred as the main colour in advertisements etc.



Classic Collection



Connoisseur



Images and logos also available to download from: www.bdt.co.nz/ids
(A BDT Online login will be required to access advertisement templates)

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These guidelines are designed to protect the brand equity
Mitsubishi Electric enjoys in New Zealand and globally
– allowing our partners to leverage maximum value from
this investment. If you need help or more resources please
contact us directly:

Email: marketing@bdtd.co.nz

Phone: 04 560 9100

 **MITSUBISHI ELECTRIC**
www.mitsubishi-electric.co.nz



Black Diamond Technologies

Exclusive distributor of Mitsubishi
Electric products in New Zealand.

WELLINGTON

// HEAD OFFICE

1 Parliament Street
PO Box 30772
Lower Hutt 5040

Phone (04) 560 9147
Fax (04) 560 9133

AUCKLAND

// LOCAL OFFICE

Unit 1, 4 Walls Road
PO Box 12726
Penrose, Auckland 1642

Phone (09) 526 9347
Fax (09) 526 9369

CHRISTCHURCH

// LOCAL OFFICE

44 Halwyn Drive
PO Box 16904
Hornby, Christchurch 8441

Phone (03) 341 2837
Fax (03) 341 2838