

MITSUBISHI COOLING & HEATING

THE "AIR HUNTER"

The Challenge Faced in Putting YOU & YOURS Together

Mitsubishi has been confronted by more and more competition in the "ductless" cooling and heating market, from the likes of powerful companies like Fujitsu, Samsung and Carrier.

In addition, the extremely tough economy has affected the shopping and buying process, with our tracking study showing that interest is still high, but consumers are trying to postpone purchases, and look at this one as an "expense" they may want to avoid.

Even with some excellent financing packages, the homeowner is not in any shape to generate more debt. And this purchase is in the "thousands of dollars"!

BRAND ENLIGHTENMENT SHOWS THE WAY

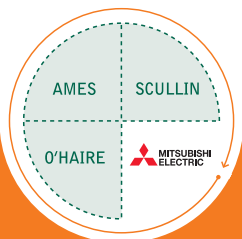
We developed a BIG IDEA and transformed that into an even BIGGER IDEAL – which has worked to change attitudes drastically – that the Mitsubishi product is truly not an expense, but an INVESTMENT in an enhanced "quality of life" for the family! The environmentally friendly "Air Hunter" character has proven to be a wonderful connecting point for customers and the brand; as he searches the world for the kind of "pristine air" that one can get in their own home with Mitsubishi – and moreover, he helps to communicate a "green message" in the process, which is an extra benefit for the company and all its products.

IDEAL INTEGRATION OPTIMIZES THE BRAND DIALOGUE

The "Air Hunter" is a transformative figure in the amazing way he explores the earth for "pristine air" – from the jungle, to the ocean, to the arctic...and that translates magically in TV, beautifully in print and effectively in radio. But the development of the character online, has taken off in a very detailed direction, having introduced him via the website; and more so as we develop his "back-story" as the lead to our Facebook and Twitter positions, where we can present stories and have some very neat consumer dialogues –which will then be used to tremendous benefit in diverse areas from customer service to product development, and even content development for all types of future communications.

RESULTS TO CONNECT. CONVINCED. CONVERT.

Mitsubishi's revenue has increased under the partnership and leadership of ASO from \$20MM in 1997, to over \$500MM today. But this mature brand is battling many newcomers to the category, who have successful reputations in the HVAC business and very deep pockets. Part of the task was to revitalize and strengthen Mitsubishi's position, even in a tough economic climate and growing competition. The introduction of the Air Hunter in 2009 has seen the greatest revenue increase in Mitsubishi's history with a jump of more than 10% or over \$55MM in the past year, to surpass the half-billion dollar mark in the U.S., and the client and "our satisfied customers" couldn't be happier.



THE BIG IDEA

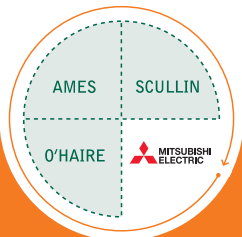


We're hunting the worlds most
pristine air and bringing it to you.

THE BIG IDEAL



Superior cooling and heating
control with energy savings
and ecological benefits
enhances your quality of life.



SHOWCASED WORK

TV, Print, Radio, Key Air Hunter Visuals

<http://asoy.com/work.html>

Website

<http://airhunter.asoy.com/>

Web Banners

Mitsubishi 728x90 - <http://asoy.me/9Eskrn>

Mitsubishi 600x400 - <http://asoy.me/9WWtI0>

Mitsubishi 160x600 - <http://asoy.me/bRU4vq>

Mitsubishi 728x90 - <http://asoy.me/cPEmS0>

Facebook

<http://asoy.me/ayxXx3>

Twitter

<http://asoy.me/bYMbvK>

