

Daikin

Daikin | Global Brand Goes Local

CHALLENGE

[Daikin](#), the world's largest manufacturer of heating, cooling, and refrigerant products, acquired Houston-based Goodman Global Group, Inc. Goodman was the second largest domestic manufacturer of residential and light commercial heating and cooling products. By combining the global, environmental, technological, and commercial expertise of the Daikin Group with the logistical, residential, and light commercial expertise of Goodman, the opportunity created a new level of success in the HVAC marketplace not possible as individual companies.

While Daikin was a recognized brand globally, it lacked presence in the United States even after its acquisition of Goodman.

OBJECTIVE

When Daikin looked to increase brand awareness at a local level—and announce the expansion of the company's Houston manufacturing operations—the company called on long-time public relations partner, Pierpont Communications.

SOLUTION

Expanding the Brand Locally

Together, Daikin and Pierpont developed an event that highlighted the company's newly expanded residential cooling products and commercial VRV manufacturing facility in Houston and entry into the U.S. market. Pierpont coordinated the project from start to finish, including developing the guest list of key influencers, elected officials, and media outlets; running the ceremony; creating customized media kits; conducting media outreach; and providing onsite support.

RESULTS

Through the event, Daikin was able to target existing Goodman/Amana distributors, elected officials, and media to firmly establish itself as a trusted, premium brand.

