

Andrew Gilbert

Due 12.8.21

**Target Send Date:**

January 20, 2022

**Remail:**

January 23, 2022

**Project:**

**New Hive Heating Season EM5 – Resolutions**

**EMAIL 5 THEME:**

New Year, New Home Resolutions

Thermostat + Energy = Comfort with a Conscience

**Target Audiences:**

US: ☒ Retail users ☒ Trade users ☒ Inferred pros ☒ Prospects\*\*  
☒ Hand-raisers\*\*

CA: ☒ Retail users ☒ Trade users ☒ Inferred pros

**Product focus:**

**T9, T9 with sensor**

**Brief contents:**

☒ Email ☒ Social ☒ Homepage ☒ DSP / media ☐ Landing page

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☒ **EMAIL Resolutions for the new year**

Content needed for each audience.

**List custom color HEX codes here for email build:**

**Additional testing?**

YES; Hero image A/B testing –

Version A for Retail: Illustration

Version B for Retail: Photography

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January 20, 2022

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Module	US – PROSPECTS
SUB LINE	3 resolutions to transform your home in 2022!
PRE HEADER	See if you can save as much as \$125 in energy rebates.
REMAIL LINE	Just 3 steps to find the perfect smart thermostat and more
REMAIL HEADER	Check for energy rebates. Save as much as \$125.
MODULE 1	<p>HEADLINE: 3 resolutions to start your new year off smarter</p> <p>Image Copy:</p> <p>SUBHEAD: Browse top thermostats</p> <p>COPY: Now is the time to make your home a priority with one of our popular and trusted Honeywell Home thermostats. Find the right model with smart features that can give you more control over your comfort.</p> <p>CTA: SHOP TOP THERMOSTATS</p> <p>URL: <a href="https://www.resideo.com/us/en/thermostats/#topselling">https://www.resideo.com/us/en/thermostats/#topselling</a></p>
BANNER	<p>SUBHEAD: Limited-time: Save \$20</p> <p>COPY: Bring home a deal on the T9 Smart Thermostat or T9 with sensor!</p> <p>CTA: BUY A T9</p> <p>US URL: <a href="https://www.honeywellhome.com/us/en/products/air/thermostats/wifi-thermostats/rcht9610wfs2003-u-t9-smart-thermostat-with-sensor-rcht9610wfs2003-u/">https://www.honeywellhome.com/us/en/products/air/thermostats/wifi-thermostats/rcht9610wfs2003-u-t9-smart-thermostat-with-sensor-rcht9610wfs2003-u/</a></p>
MODULE 2	<p>SUBHEAD: Resolution 1 Find the right thermostat</p> <p>COPY: With all the great options available, answer these easy questions to see if the T9 or another model is the best match for your home.</p> <p>CTA: TAKE THE QUIZ</p> <p>URL: <a href="https://www.resideo.com/us/en/home-solutions/air-solutions/">https://www.resideo.com/us/en/home-solutions/air-solutions/</a></p>
MODULE 3	<p>SUBHEAD: Resolution 2 Save as much as \$125 this year</p> <p>COPY: Sign up for energy savings with your participating utility before programs change on February 1st. Look forward to lower bills while reducing your carbon footprint.</p> <p>CTA: CHECK FOR REBATES</p> <p>URL: <a href="https://www.honeywellhome.com/us/en/utility-savings-programs/">https://www.honeywellhome.com/us/en/utility-savings-programs/</a></p>
MODULE 4	<p>SUBHEAD: Resolution 3 Improve your air quality</p> <p>COPY: Reduce odors, germs, and allergens with the UV Air Purifier with AirBRIGHT® Odor Absorption. Contact a local pro to install it into your central air system and keep your home and HVAC system cleaner for years to come.</p> <p>CTA: FIND OUT MORE</p> <p>URL: <a href="https://www.honeywellhome.com/us/en/products/air/uv-air-purifiers/uv2400u1000-u-single-bulb-24v-uv-air-treatment-or-coil-irradiation-uv2400u1000-u/">https://www.honeywellhome.com/us/en/products/air/uv-air-purifiers/uv2400u1000-u-single-bulb-24v-uv-air-treatment-or-coil-irradiation-uv2400u1000-u/</a></p>

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MODULE 5	<p>SUBHEAD: Stay Connected with Honeywell Home</p> <p>COPY: Don't miss out! Stay up to date with seasonal tips and new Honeywell Home product announcements.</p> <p>CTA: SIGN UP NOW</p> <p>URL: <a href="https://www.honeywellhome.com/us/en/email-signup/">https://www.honeywellhome.com/us/en/email-signup/</a></p>
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Module	US – HANDRAISER
SUB LINE	New Year's resolutions! Create your connected home now.
PREHEADER	See if you can save as much as \$125 in energy rebates.
REMAIL LINE	Follow these 3 steps for lasting comfort.
REMAIL HEADER	Check for energy rebates. Save as much as \$125.
MODULE 1	HEADLINE: 3 resolutions to start your new year off smarter
VERSION Photo	<p>Image Copy:</p> <p>SUBHEAD: Browse top thermostats</p> <p>COPY: Now is the time to make your home a priority with one of our popular and trusted Honeywell Home thermostats. Find the right model with smart features that can give you more control over your comfort.</p> <p>CTA: SHOP TOP THERMOSTATS</p> <p>URL: <a href="https://www.resideo.com/us/en/thermostats/#topselling">https://www.resideo.com/us/en/thermostats/#topselling</a></p>
BANNER	<p>SUBHEAD: Limited time: Save \$20</p> <p>COPY: Bring home a deal on the T9 Smart Thermostat or T9 with sensor!</p> <p>CTA: BUY A T9</p> <p>US URL: <a href="https://www.honeywellhome.com/us/en/products/air/thermostats/wifi-thermostats/rcht9610wfs2003-u-t9-smart-thermostat-with-sensor-rcht9610wfs2003-u/">https://www.honeywellhome.com/us/en/products/air/thermostats/wifi-thermostats/rcht9610wfs2003-u-t9-smart-thermostat-with-sensor-rcht9610wfs2003-u/</a></p>
MODULE 2	<p>SUBHEAD: Resolution 1 Find the right thermostat</p> <p>COPY: With all the great options available, answer these easy questions to see if the T9 or another model is the best match for your home.</p> <p>CTA: TAKE THE QUIZ</p> <p>URL: <a href="https://www.resideo.com/us/en/home-solutions/air-solutions/">https://www.resideo.com/us/en/home-solutions/air-solutions/</a></p>
MODULE 3	<p>SUBHEAD: Resolution 2 Save as much as \$125 this year</p> <p>COPY: Sign up for energy savings with your participating utility before programs change on February 1st. Look forward to lower bills while reducing your carbon footprint.</p> <p>CTA: CHECK FOR REBATES</p> <p>URL: <a href="https://www.honeywellhome.com/us/en/utility-savings-programs/">https://www.honeywellhome.com/us/en/utility-savings-programs/</a></p>
MODULE 4	<p>SUBHEAD: Resolution 3 Improve your air quality</p> <p>COPY: Reduce odors, germs, and allergens with the UV Air Purifier with AirBRIGHT® Odor Absorption. Contact a local pro to install it into your central air system and keep your home and HVAC system cleaner for years to come.</p> <p>CTA: FIND OUT MORE</p> <p>URL: <a href="https://www.honeywellhome.com/us/en/products/air/uv-air-purifiers/uv2400u1000-u-single-bulb-24v-uv-air-treatment-or-coil-irradiation-uv2400u1000-u/">https://www.honeywellhome.com/us/en/products/air/uv-air-purifiers/uv2400u1000-u-single-bulb-24v-uv-air-treatment-or-coil-irradiation-uv2400u1000-u/</a></p>

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Module	US – RETAIL – Upgrader, Reactivator, Non-tstat
SUB LINE	3 resolutions: get comfy in 2022 and every year
PRE HEADER	Ready to save as much as \$125 in energy rebates?
REMAIL LINE	See these resolutions to make every year amazing.
REMAIL HEADER	Check for energy rebates. Save as much as \$125.
MODULE 1	<p>HEADLINE: 3 resolutions to start your new year off smarter</p> <p>Image Copy:</p> <p>VERSIONS: Photo Illustrated</p> <p>SUBHEAD: Browse top thermostats</p> <p>COPY: Now is the time to make your home a priority with one of our popular and trusted Honeywell Home thermostats. Find the right model with smart features that can give you more control over your comfort.</p> <p>CTA: SHOP TOP THERMOSTATS URL: <a href="https://www.resideo.com/us/en/thermostats/#topselling">https://www.resideo.com/us/en/thermostats/#topselling</a></p>
BANNER	<p>SUBHEAD: Limited-time: Save \$20</p> <p>COPY: Bring home a deal on the T9 Smart Thermostat or T9 with sensor!</p> <p>CTA: BUY A T9 US URL: <a href="https://www.honeywellhome.com/us/en/products/air/thermostats/wifi-thermostats/rcht9610wfs2003-u-t9-smart-thermostat-with-sensor-rcht9610wfs2003-u/">https://www.honeywellhome.com/us/en/products/air/thermostats/wifi-thermostats/rcht9610wfs2003-u-t9-smart-thermostat-with-sensor-rcht9610wfs2003-u/</a></p>
MODULE 2	<p>SUBHEAD: Resolution 1 Find the right thermostat</p> <p>COPY: With all the great options available, answer these easy questions to see if the T9 or another model is the best match for your home.</p> <p>CTA: TAKE THE QUIZ URL: <a href="https://www.resideo.com/us/en/home-solutions/air-solutions/">https://www.resideo.com/us/en/home-solutions/air-solutions/</a></p>
MODULE 3	<p>SUBHEAD: Resolution 2 Save as much as \$125 this year</p> <p>COPY: Sign up for energy savings with your participating utility before programs change on February 1st. Look forward to lower bills while reducing your carbon footprint.</p> <p>CTA: CHECK FOR REBATES URL: <a href="https://www.honeywellhome.com/us/en/utility-savings-programs/">https://www.honeywellhome.com/us/en/utility-savings-programs/</a></p>
MODULE 4	<p>SUBHEAD: Resolution 3 Improve your air quality</p> <p>COPY: Reduce odors, germs, and allergens with the UV Air Purifier with AirBRIGHT® Odor Absorption. Contact a local pro to install it into your central air system and keep your home and HVAC system cleaner for years to come.</p> <p>CTA: FIND OUT MORE URL: <a href="https://www.honeywellhome.com/us/en/products/air/uv-air-purifiers/uv2400u1000-u-single-bulb-24v-uv-air-treatment-or-coil-irradiation-uv2400u1000-u/">https://www.honeywellhome.com/us/en/products/air/uv-air-purifiers/uv2400u1000-u-single-bulb-24v-uv-air-treatment-or-coil-irradiation-uv2400u1000-u/</a></p>

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Module	US – TRADE – Upgrader, Reactivator, Non-tstat
SUB LINE	See the T10 + resolutions to make your 2022.
PRE HEADER	Sign up for a utility savings program to lower your bill.
REMAIL LINE	Get the T10 and make your New Year's resolutions.
REMAIL HEADER	Check for utility rebates and lower your bill.
MODULE 1	HEADLINE: 3 resolutions to start your new year off smarter
VERSIONS Photo	<p>SUBHEAD: Install the T10 and connect your home</p> <p>COPY: Start fresh with a thermostat that works with optional Smart Room Sensors to help you stay cozy in the rooms that matter.</p> <p>CTA: SEE THE T10</p> <p>URL: <a href="https://www.honeywellhome.com/us/en/products/air/thermostats/wifi-thermostats/t10-pro-smart-thermostat-with-redlink-room-sensor-thx321wfs2001w-u/">https://www.honeywellhome.com/us/en/products/air/thermostats/wifi-thermostats/t10-pro-smart-thermostat-with-redlink-room-sensor-thx321wfs2001w-u/</a></p>
MODULE 2	SUBHEAD: Resolution 1 Find the right thermostat
Change resolution # image	<p>COPY: With all the great options available, answer these easy questions to see if the T10 or another model is the best match for your home.</p> <p>CTA: TAKE THE QUIZ</p> <p>URL: <a href="https://www.resideo.com/us/en/home-solutions/air-solutions/">https://www.resideo.com/us/en/home-solutions/air-solutions/</a></p>
MODULE 3	SUBHEAD: Resolution 2 Save as much as \$125 this year
Change resolution # image	<p>COPY: Sign up for energy savings with your participating utility before programs change on February 1st. Look forward to lower bills while reducing your carbon footprint.</p> <p>CTA: CHECK FOR REBATES</p> <p>URL: <a href="https://www.honeywellhome.com/us/en/utility-savings-programs/">https://www.honeywellhome.com/us/en/utility-savings-programs/</a></p>
MODULE 4	SUBHEAD: Resolution 3 Improve your air quality
Change resolution # image	<p>COPY: Reduce odors, germs, and allergens with the UV Air Purifier with AirBRIGHT® Odor Absorption. Contact a local pro to install it into your central air system and keep your home and HVAC system cleaner for years to come.</p> <p>CTA: FIND OUT MORE</p> <p>URL: <a href="https://www.honeywellhome.com/us/en/products/air/uv-air-purifiers/uv2400u1000-u-single-bulb-24v-uv-air-treatment-or-coil-irradiation-uv2400u1000-u/">https://www.honeywellhome.com/us/en/products/air/uv-air-purifiers/uv2400u1000-u-single-bulb-24v-uv-air-treatment-or-coil-irradiation-uv2400u1000-u/</a></p>

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Module	CA – RETAIL AUDIENCE – Upgrader, Reactivator, Non-tstat
SUB LINE	1st New Year's resolution: check deals on top thermostats
PRE HEADER	See tips that can help lower utility costs.
REMAIL LINE	New year, new deals on top thermostats
REMAIL HEADER	Find ways to lower your home's energy costs
MODULE 1	HEADLINE: Resolutions to start your new year off smarter
VERSIONS: Photo T9 in C°	<p>SUBHEAD: Get a deal on a top thermostat</p> <p>COPY: Now is the time to make your home a priority with one of our popular and trusted Honeywell Home thermostats. Find the right model with smart features that can give you more control over your comfort.</p> <p>CTA: SHOP TOP THERMOSTATS URL: <a href="https://www.honeywellhome.com/us/en/canada-products-and-deals/">https://www.honeywellhome.com/us/en/canada-products-and-deals/</a></p>
MODULE 2	SUBHEAD: Resolution 1 Find the right thermostat
Change resolution #	<p>COPY: With all the great options available, answer these easy questions to see which model is the best match for your home.</p> <p>CTA: TAKE THE QUIZ URL: <a href="https://www.resideo.com/us/en/home-solutions/air-solutions/">https://www.resideo.com/us/en/home-solutions/air-solutions/</a></p>
MODULE 3	SUBHEAD: Resolution 2 Save more this year
Change resolution #	<p>COPY: See how your thermostat can help you lower energy costs through quick tips that'll put your comfort first.</p> <p>CTA: DISCOVER WAYS TO SAVE URL: <a href="https://www.resideo.com/us/en/corporate/newsroom/featured-articles/home-energy-audit-checklist/">https://www.resideo.com/us/en/corporate/newsroom/featured-articles/home-energy-audit-checklist/</a></p>

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Module	CA- Trade Audience - Upgrader, Reactivator, Non-tstat
SUB LINE	See the T10 + resolutions to make your 2022.
PRE HEADER	See tips that can help lower utility costs.
REMAIL LINE	Get the T10 and make your New Year's resolutions.
REMAIL HEADER	Find ways to lower your home's energy costs
MODULE 1	HEADLINE: Resolutions to start your new year off smarter
VERSIONS: Photo T10 in C°	<p>SUBHEAD: Install the T10 and connect your home</p> <p>COPY: Start fresh with a thermostat that works with optional Smart Room Sensors to help you stay cozy in the rooms that matter.</p> <p>CTA: SEE THE T10</p> <p>URL: <a href="https://www.honeywellhome.com/us/en/products/air/thermostats/wifi-thermostats/t10-pro-smart-thermostat-with-redlink-room-sensor-thx321wfs2001w-u/">https://www.honeywellhome.com/us/en/products/air/thermostats/wifi-thermostats/t10-pro-smart-thermostat-with-redlink-room-sensor-thx321wfs2001w-u/</a></p>
MODULE 2	SUBHEAD: Resolution 1 Find the right thermostat
Change resolution #	<p>COPY: With all the great options available, answer these easy questions to see if the T10 or another model is the best match for your home.</p> <p>CTA: TAKE THE QUIZ</p> <p>URL: <a href="https://www.resideo.com/us/en/home-solutions/air-solutions/">https://www.resideo.com/us/en/home-solutions/air-solutions/</a></p>
MODULE 3	SUBHEAD: Resolution 2 Save more this year
Change resolution #	<p>COPY: See how your thermostat can help you lower energy costs through quick tips that'll put your comfort first.</p> <p>CTA: DISCOVER WAYS TO SAVE</p> <p>URL: <a href="https://www.resideo.com/us/en/corporate/newsroom/featured-articles/home-energy-audit-checklist/">https://www.resideo.com/us/en/corporate/newsroom/featured-articles/home-energy-audit-checklist/</a></p>



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Module	US/CA – INFERRED PRO
SUB LINE	Resolutions and rebates to make their 2022.
PRE HEADER	Learn how a UV Air Purifier can keep their air clean.
REMAIL LINE	Resolution 1: Don't miss the 2022 rebates they want.
REMAIL HEADER	Reduce odors, germs, and allergens with a UV Air Purifier.
MODULE 1	HEADLINE: Resolutions to start your new year off smarter
VERSIONS: Photo only T10	SUBHEAD: Help customers unlock thermostat rebates  COPY: Check for utility savings programs in the area when upgrading qualifying Honeywell Home Thermostats.  CTA: LEARN MORE URLs: <a href="https://www.resideo.com/us/en/utility-savings-programs">https://www.resideo.com/us/en/utility-savings-programs</a>
MODULE 2	SUBHEAD: Resolution 1 Learn about the UV Air Purifier
Change resolution #	COPY: Help customers reduce odors, germs, and allergens with the UV Air Purifier with AirBRIGHT® Odor Absorption. Installed in the ductwork of a central air system, you can help keep their home and HVAC system cleaner for years to come.  CTA: LEARN MORE URL: <a href="https://www.resideo.com/us/en/pro/products/air/air-quality-solutions/uv-iaq/uv-replacement-parts/airbright-odor-absorber-for-uv2400-uv2400xpc01-u/">https://www.resideo.com/us/en/pro/products/air/air-quality-solutions/uv-iaq/uv-replacement-parts/airbright-odor-absorber-for-uv2400-uv2400xpc01-u/</a>
MODULE 3	SUBHEAD: Resolution 2 Sign up for exclusive Pro emails
Change resolution #	COPY: Don't miss out! Be among the first to learn about new webinars, product announcements, and in-person events.
Find different image – Pro focus	CTA: SIGN UP NOW US and CA Webpage: <a href="https://www.resideo.com/us/en/pro/stay-informed/?UTM_Campaign=ym-stay-informed&amp;UTM_Medium=email&amp;UTM_Source=ym">https://www.resideo.com/us/en/pro/stay-informed/?UTM_Campaign=ym-stay-informed&amp;UTM_Medium=email&amp;UTM_Source=ym</a>

**FOOTER**

T&amp;Cs/Disclaimers

**Retail Audiences: Prospects, Handraiser, Upgrader, Reactivator, Non-tstat:**

- US - Offer valid at [www.resideo.com](http://www.resideo.com) and [www.honeywellhome.com](http://www.honeywellhome.com). Receive \$20 off T9 Smart Thermostat (RCHT9510) or T9 Smart Thermostat with Sensor (RCHT9610) from January 3, 2022 through January 30, 2022. Limit three (3) per customer. Promotion applies to the order value before taxes and shipping. Valid only on purchases shipped to a valid shipping address in the 50 United States and the District of Columbia. Offer may not be redeemed for cash and may not be combined with any other offers or promotions.
- CA - Receive \$20 off T9 Smart Thermostat (RCHT9510) or T9 Smart Thermostat with Sensor (RCHT9610) from January 3, 2022 through January 30, 2022. Promotion applies to the order value before taxes and shipping. Valid only at participating retailers. Offer may not be redeemed for cash and may not be combined with any other offers or promotions.

**Inferred Pro:** none

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	HOMEPAGE BANNER CONTENT
<b>US homepage, to be placed on both resideo.com and honeywellhome.com</b>  1034 x 600 px  ADD IN \$20	<b>HEADLINE: START 2022 WITH A TOP THERMOSTAT</b>  <b>COPY:</b> Give your home the first upgrade of the year with \$20 off one of our most advanced Honeywell Home thermostats. The T9 Smart Thermostat has multiple smart features that can give you more control over your comfort.  <b>CTA:</b> SHOP THE T9 <b>URL:</b> <a href="https://www.honeywellhome.com/us/en/products/air/thermostats/wifi-thermostats/rcht9610wfs2003-u-t9-smart-thermostat-with-sensor-rcht9610wfs2003-u/">https://www.honeywellhome.com/us/en/products/air/thermostats/wifi-thermostats/rcht9610wfs2003-u-t9-smart-thermostat-with-sensor-rcht9610wfs2003-u/</a>

☒ **ORGANIC SOCIAL**

Content needed for US social accounts, to be placed on Instagram, facebook, twitter

**Theme:** Hero theme from email  
**Twitter:** 1024 x 512 px  
**Facebook:** 1200 x 628 px  
**Instagram:** 1200 x 1200 px  
**File size:** 250KB or less

	ORGANIC SOCIAL
<b>Twitter:</b> 1024 x 512 px <b>Facebook:</b> 1200 x 628 px <b>Instagram:</b> 1200 x 1200 px <b>File size:</b> 250KB or less	<b>IMAGE HEADLINE: START 2022 WITH A TOP THERMOSTAT</b>  <b>POST COPY:</b> Give your home the first upgrade of the year with \$20 off one of our most advanced Honeywell Home thermostats. The T9 Smart Thermostat has multiple smart features that can give you more control over your comfort.  <b>CTA:</b> GET THE T9  <a href="https://www.honeywellhome.com/us/en/products/air/thermostats/wifi-thermostats/rcht9610wfs2003-u-t9-smart-thermostat-with-sensor-rcht9610wfs2003-u/">https://www.honeywellhome.com/us/en/products/air/thermostats/wifi-thermostats/rcht9610wfs2003-u-t9-smart-thermostat-with-sensor-rcht9610wfs2003-u/</a>

☒ **PAID MEDIA** \* this content is from JV from 8/25/21; subject to change

Content needed for US media accounts, to be placed on:

☒ Google ☒ Facebook ☐ Amazon DSP ☐ Amazon tablet ☐ Amazon firestick

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**Theme:** Hero theme from email

**Creative content needed**

	A	B	C	D	E
1	Creative Type	Platform	Recommended Aspect Ratio	Specs	Additional Notes
2	Social	Facebook	1080x1080	<a href="#">Facebook Image</a>	Body Copy + Headline is needed (see Paid social tab)
3	Video	YouTube	16:9	<a href="#">:15 seconds</a>	YouTube Link is Required to run YouTube video
4	Banner	Google Display	160x600, 300x250, 320x50, 300x600, 728x90 - 150kb per banner	<a href="#">Google Ads Display</a>	
5					

PAID MEDIA			
FRAME 1	FRAME 2	END	
<b>Start your new year off smarter</b>	Get the T9 Smart Thermostat from Honeywell Home for \$20 off.	<b>Start 2022 off smarter with \$20 off the T9</b>  BUY NOW	

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Content Matrix as of 11/9/21 \* added Promo field

	EMAIL 1	EMAIL 2	EMAIL 3	EMAIL 4	EMAIL 5	EMAIL 6	EMAIL 7
	30-Sep	4-Nov	26-Nov	29-Nov	13-Jan	10-Feb	10-Mar
PROMO			9585 - US	9585 - US	T9 - US and CA	9585 - US and CA, 6580 CA	9585 - US and CA
Theme	Flagship + energy	T/G Features + energy	Sell	Sell	Resolutions list	Perfect Pairing	Savings as it warms up
Module 1	Changing Seasons/ Geofencing - T9/10	Winter on the way -most popular tstats LP (highlight T5/G)	Black Friday - 9585 MAP	Cyber Week - 9585 MAP	New Year New home - most popular tstats; need image of each	Bundle 1	Leak Season T9+WLD
Module 2	T9/EC bundle; T10 + EC (not bundled)	Features: Energy Care, Energy Star, Geofencing Links to T6/T5	Energy Savings Offer - winter only (\$25 - 125) static module	Energy Care	1. upgrade your homes tstats - quiz to find a tstat	Bundle 2	Tstats that work w Utility Programs
Module 3	Energy Tip - Calculator	Energy focused UGC quote	Energy Tip - TBD	Energy Tip - TBD	2. Save Energy - sign up for energy care or get a utility rebate in your area (we must choose one of these)	Find a Pro	Texas story?
Module 4	Find a Pro	Energy Tip - Frost protection & smart alerts did you know?	Find a Pro	Find a Pro	3. Improve Air Quality - UV Air Purifier installed by a Pro. Reach out for details.	Energy Tip or support of bundle + Find your match - tstat quiz	
Pro 1	Changing Seasons/ Geofencing - T9/10	T6 Features + energy	WiFi 9000 - key features	T10 features + energy (RedLINK Aspect)	Save Energy - Rebates	T6 (Z Wave model)	T10 Pro + Features
Pro 2	T9/EC bundle; T10 + EC (not bundled)	Humidifier - HM750A1000/U Designed to be the smallest humidification solution on the market, the Electrode Steam Humidifier is as easy to service as install. With intuitive self-diagnostics and simple push-in terminals, you can have your customers deliver humidity to their home fast. <a href="https://www.resideo.com/us/en/pro/products/air/air-quality-solutions/humidification/steam-humidifiers/electrode-steam-humidifier-hm750a1000-u/">https://www.resideo.com/us/en/pro/products/air/air-quality-solutions/humidification/steam-humidifiers/electrode-steam-humidifier-hm750a1000-u/</a>	HRV- VNT5150H1000U The Heat Recovery Ventilator has a streamlined design and simplified balancing so there's no need for overhead ducting. The ventilator uses the heat in stale exhaust air to preheat incoming fresher air, making it great for extreme cold weather. <a href="https://www.resideo.com/us/en/pro/products/air/air-quality-solutions/ventilation/ventilators/150-cfm-heat-recovery-ventilator-vnt5150h1000-u/">https://www.resideo.com/us/en/pro/products/air/air-quality-solutions/ventilation/ventilators/150-cfm-heat-recovery-ventilator-vnt5150h1000-u/</a>	Electronic Air Cleaner- F300E1019/U The F300 Honeywell Home Electronic Air Cleaner can capture up to 99% of airborne particles passing through the filter. It's low maintenance and eco-friendly with no filters to replace. <a href="https://www.resideo.com/us/en/pro/products/air/air-quality-solutions/filtration/electronic-air-cleaners/16-in-x-25-in-electronic-air-cleaner-f300e1019-u/">https://www.resideo.com/us/en/pro/products/air/air-quality-solutions/filtration/electronic-air-cleaners/16-in-x-25-in-electronic-air-cleaner-f300e1019-u/</a>	UV AirBright-UV2400XPCO1 Help your customers breathe cleaner air using the UV Air Purifier with AirBRIGHT™ Odor Absorption. Installed in the ductwork of the central air system, this air purifier uses ultraviolet light to help reduce airborne odors, toxic chemical vapors, germs and mold in the home. <a href="https://www.resideo.com/us/en/pro/products/air/air-quality-solutions/uv-iaq/uv-replacement-parts/airbright-odor-absorber-for-uv2400-uv2400xpc01-u/">https://www.resideo.com/us/en/pro/products/air/air-quality-solutions/uv-iaq/uv-replacement-parts/airbright-odor-absorber-for-uv2400-uv2400xpc01-u/</a>	Merv 13 Filter FC313R1424/U Long Lasting Air Filters These Honeywell Home High-Performance Return Grille Filters from Resideo helps trap airborne dust, pollen, mold spores, bacteria and other allergens that pass through users' HVAC systems. They also last up to three times longer than standard one-inch filters, which mean less maintenance for improved indoor air quality. <a href="https://www.resideo.com/us/en/pro/products/air/air-quality-solutions/filtration/air-cleaner-filters/14-in-x-24-in-return-grille-media-air-filter-merv-13-fc313r1424-u/">https://www.resideo.com/us/en/pro/products/air/air-quality-solutions/filtration/air-cleaner-filters/14-in-x-24-in-return-grille-media-air-filter-merv-13-fc313r1424-u/</a>	WLD -CHW3610W1001/U Water Leak Detector and Cable Sensors keep your customers connected and aware to potentially costly water activity in their home. Using their own WiFi, homeowners can receive push notifications when a pipe freezes or a leak is detected — from anywhere. <a href="https://www.resideo.com/us/en/pro/products/water/potable-water-solutions/water-leak-detectors/leak-detector-and-cable-sensor-w-3-aa-batteries-chw3610w1001-u/">https://www.resideo.com/us/en/pro/products/water/potable-water-solutions/water-leak-detectors/leak-detector-and-cable-sensor-w-3-aa-batteries-chw3610w1001-u/</a>
Pro 3	Sign up for pro emails	Sign up for pro emails	Sign up for pro emails	Sign up for pro emails	Sign up for pro emails	Sign up for pro emails	Sign up for pro emails
Notes	consistent w Consumer + Pro	Begin changing Pro	Custom Pro	Custom Pro	Custom Pro	Custom Pro	Custom Pro