

# 11677-1 Carrier Spring Campaign



**Building belief**

March 2021

Exact home improvement activities depicted dependent on location, talent and budget parameters.



OPEN ON CARRIER LOGO.



QUICK CUTS OF CLOSE-UPS ON HOME IMPROVEMENT PROJECTS, WITH ALL THE ACTION SYNCED IN A COOL WAY (UP/DOWN, LEFT/RIGHT, ETC.)



ROLLING OUT NEW RUG.



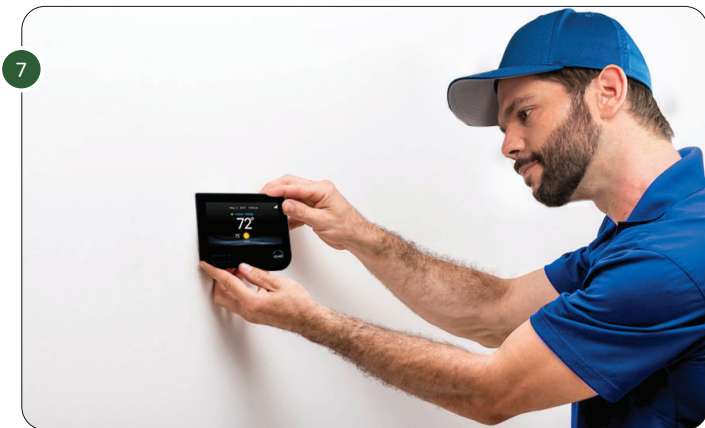
CONTRACTOR AT WORK, TBD.



CONTRACTOR AT WORK, TBD.



LAYING TILE FLOOR.



7 HVAC TECH INSTALLING THERMOSTAT. WILL BE A CLOSE UP OF CARRIER LOGO.



8 LOOKING AT PAINT SWATCHES.



9 CARRYING NEW COUCH PAST AC UNIT.



10 MOM PUTTING FINISHING TOUCH TO ROOM.  
Of all the improvements you can make to your home...



11 MOM SITTING DOWN ON SOFA AND RELAXING WITH HER PHONE  
WHEN HER CHILD RUNS AND JUMPS ON HER TO SNUGGLE.  
... it could be the most important one is not seen or heard...



12 SHE SMILES WE SEE SHE IS ADJUSTING THE THERMOSTAT ON  
THE PHONE.  
...only felt.



CUT TO BEAUTIFUL HERO SHOT OF INFINITY SYSTEM GROUPING.  
Discover premium comfort with the whisper-quiet, energy-efficient Carrier Infinity home comfort system.



DRAMATIC BEAUTY SHOTS OF EACH UNIT.  
It's an essential part of any healthy home,...



...with smart technologies and a whole home air purifier...



...that give you confidence you're breathing healthier air.



DIVERSE FAMILY RELAXING AFTER HOME IMPROVEMENT PROJECT.  
And there's just no improving on that.

