

Daikin Europe's Digital Achievement Award 2021 goes to Daikin Bulgaria

Daikin Bulgaria was chosen out of 16 submissions from the company's EMEA* region as the winner of Daikin Europe's Digital Achievement Award 2021. The local marketing campaign with one of Bulgaria's most popular influencers, Antoinette Pepe, increased the interaction with end-consumers, especially young families and contributed to significantly increased sales results.

Brussels, January 2022 – End of 2021, Daikin Europe's marketing department launched the Digital Achievement Award in order to highlight and honor marketing initiatives in Europe, Middle East and Africa that successfully support the company's 5-year business strategy Fusion25.. "Getting closer to end-consumer is one of the main goals during our current transition from a B2B to a B2B2C brand. We received tremendous feedback from our markets and my congratulations go to the winner-team of Daikin Bulgaria for their outstanding influencer campaign, as well as to Daikin Belgium on the 2nd place and Daikin France on the 3rd place for their digital achievements", said **Erwin De Roos, Marketing Manager Daikin Europe N. V.**, during the company-wide virtual Marketing & Customer Forum with more than 200 attendees in December, 2021.

Innovation, impact, strategy-fit

The three finalists were defined from 16 submissions that came from 12 countries in Europe, Middle East and Africa. An expert jury chose them based upon four main criteria: innovative marketing approach, overall business impact, strong support of Daikin's B2B2C strategy and outstanding presentation. Next to the jury, all participants of the Marketing & Customer Forum had a vote and decided for the three winners.



One of Bulgarian's No. 1 influencers as Daikin ambassador

The Bulgarian submission proved to be more than just an online campaign: “The cooperation with the popular mom-influencer Antoinette Pepe (145,000 followers on Youtube, 177,000 followers on Instagram and 40,000 followers on Facebook) attracted a lot of attention from young families that aim to provide healthy air environments in their homes. Our unboxing and live experience videos with Antoinette provoked high interest among the target group. Via the Daikin website, they reached the webshops of our partners, and this increased our sales results significantly”, said **Michael Haas, Managing Director Daikin Bulgaria.**

“What made this campaign different is, that we considered the entire customer journey and offered customers a lively experience. The charming personality of Antoinette of course also contributed to the success of the campaign. In total the videos on Youtube received 545.700 views”, comments **Eva Hess, Marketing Coordinator Daikin Bulgaria.**

The role of digital marketing has important business impact and evolved significantly over the last few years. “I am proud to see so much digital enthusiasm amongst marketers in our EMEA region. We are looking forward to learning from initiatives – like the one of Daikin Bulgaria – which are supporting our Fusion25 business strategy”, concludes **Erwin De Roos.**

Credits:

Company: Daikin Central Europe Handels GmbH

[Website Daikin Bulgaria](#)

Managing Director: Michael Haas, Daikin Central Europe, Department Bulgaria

Marketing Manager: Eva Hess, Daikin Central Europe, Department Bulgaria

Creative Director: Rosi Tsoneva, Blue Bird Adv.

Influencer: Antoinette Pepe

Instagram <http://instagram.com/antoinettepepe>

Facebook <http://facebook.com/letterstoantoinette>

Youtube <https://www.youtube.com/c/antoinettepepe>

*EMEA = Europe, Middle East, Africa



About

Daikin Europe N.V.

Daikin Europe N.V., Daikin Central Europe's mother company, is a major European producer of air conditioners, heat pumps and refrigeration equipment, with approximately 10,000 people employed throughout Europe and 14 major manufacturing facilities based in Belgium, the Czech Republic, Germany, Italy, Turkey, Austria and the UK. Globally, Daikin is renowned for its pioneering approach to product development and the unrivalled quality and versatility of its integrated solutions. With more than 90 years' experience in the design and manufacture of heating and cooling technologies, Daikin is a market leader in heat pump technology. Daikin VRV and Daikin Altherma are the most sold heat pump systems in Europe, with over 500,000 systems delivered to date.

Daikin Airconditioning Central Europe

Daikin Airconditioning Central Europe was founded in 1999 with its headquarters in Vienna, Austria. The company's portfolio comprises products and solutions for heating, cooling, ventilation, air conditioning and refrigeration. More than 450 professionals are in charge of pre-sales, sales and after-sales-services in 16 countries across Central and Eastern Europe in Austria, Albania, Bosnia & Herzegovina, Bulgaria, Croatia, Czech Republic, Hungary, Kosovo, Montenegro, North Macedonia, Moldavia, Poland, Romania, Serbia, Slovakia and Slovenia.

Media contact

Doris Passler
Corporate Communications Central Europe
T.: +43 664 24 56 444
Mail: passler.d@daikin.at
Daikin Airconditioning Central Europe HandelsgmbH
Lemböckgasse 59/1/1
1230 Vienna
Austria

