

5 December 2024

FOR IMMEDIATE RELEASE

Consumers flock to look for the ARC tick

Thousands of consumers around Australia are responding to the latest 'Look for the tick' digital marketing campaign run by the Australian Refrigeration Council (ARC) on behalf of the nation's refrigeration and air conditioning industry.

The campaign drives consumers to utilise the services of licensed practitioners, from installation and servicing to decommissioning, generating more than 200,000 contacts last year.

This year's campaign launched on 1 October, and is already generating a strong response from people who are looking for air conditioning services to contact their local licensed technicians.

The campaign delivers its message through a combination of YouTube and Connected TV commercials plus online Google Search, Google Display, Facebook Lead Ads and Facebook Website Click Ads.

Despite cool weather early in October, the campaign's Meta and Google ads are performing strongly in its first few weeks, and many of the people responding to the ads have downloaded the [free air conditioning guides](#) available from the Look for the Tick website.

Sydney has generated the strongest consumer engagement so far, closely followed by Melbourne and Brisbane, and an even stronger response is likely if summer proves to be as hot as forecasters expect.

As in previous years, there is a slight male skew to the audience, at 57% of the audience for whom gender is known.

This year shows an increasing trend for younger people to be engaged with the campaign, the largest single age group being 25-34, followed by the 35-44 and 45-54 age brackets.

The 'Look for the Tick' campaign runs for six months to the end of March, with the Google and Facebook images based on stills from the TV commercials.

See the automotive air conditioning commercial here:

<https://youtu.be/qyUPE8862MQ?si=d3PpRuIBJtUwsl6L>.

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