

The R-32 Refrigerant Campaign

*When the HVAC Industry Needed Answers,
We Started the Conversation*

THE CHALLENGE

The Crisis Nobody Saw Coming!

Imagine waking up to discover that a critical component for indoor comfort, as essential as flour is to a bakery, wasn't readily available.

That's exactly what happened to the U.S. HVAC industry in summer 2025, when a common refrigerant experienced a severe supply issue.



What's a Refrigerant? (And Why Should Anyone Care?)

Refrigerants are the unsung heroes of modern comfort. They're specialized chemicals that flow through air conditioners and heat pumps, absorbing heat from inside your home and releasing it outside (or vice versa in winter). **Without refrigerant, air conditioning simply doesn't work.**

The Perfect Storm

In 2025, the EPA began phasing out R-410A, the industry-standard refrigerant used in millions of homes, citing its high environmental impact. The U.S. HVAC industry scrambled to adopt alternatives, with most manufacturers betting heavily on a replacement called R-454B.

Then, a supply disaster struck.

Supply chain disruptions and surging demand created a critical shortage of R-454B. Prices skyrocketed. Air conditioning repairs and installation timelines stretched from days to weeks. Contractors couldn't complete jobs. Homeowners sweltered without air conditioning. The entire industry faced a crisis that threatened the upcoming cooling season.



Daikin's Strategic Position

Daikin had a readily available R-32 refrigerant solution that the industry desperately needed, but it faced a significant awareness problem: what was R-32, and why did it matter? We had to educate an entire U.S. market — FAST— while the summer heat was building. R-32 has been used across 130 countries, so there was an alternative!

THE STAKES For Contractors

Projects stalled, revenue was lost, customers were frustrated

THE STAKES For Homeowners

Extended discomfort, confusion about options, fear of being gouged

Most B2B manufacturers would respond with white papers, technical bulletins, and trade show booths. Daikin saw something different: a chance to do what manufacturers rarely attempt, jump into the social media conversation with speed, relevance, and authenticity.

The Gap We Identified

Our social listening revealed anxiety, misinformation, and a hunger for clarity.

- Frustrated contractors were asking: **"Can I trust this alternative refrigerant?"**
- Sweaty homeowners were asking: **"Why is my AC installation delayed?"**
- Desperate homeowners were asking: **"What are my options?"**

Nobody was providing answers in the places where these conversations were happening on social media.

Daikin had a narrow window to establish R-32 as the industry standard refrigerant before competitors regained momentum.



THE STRATEGY

THREE CORE OBJECTIVES

1 Lead the R-32 transition with confidence

Position Daikin as the proven industry pioneer with foresight and expertise, not just opportunism

2 Spark industry-wide conversation

Make R-32 a household term and bring refrigerant technology into mainstream awareness

3 Meet evolving expectations

Provide clarity and reassurance during uncertainty, demonstrating customer-first innovation

OUR MULTI-PLATFORM APPROACH

We needed to reach to *two distinct audiences with different needs:*

Audience: HVAC Contractors

Platform: LinkedIn

Key Messaging: Technical credibility, business continuity, peer validation

Audience: Homeowners

Platform: Instagram & Reddit

Key Messaging: Educational storytelling, reassurance, clear value propositions

Content Pillars

Rather than dry technical posts, we created:

- Eye-catching infographics that simplified refrigerant chemistry and environmental impact
- Interactive Instagram Stories that let users explore R-32 benefits at their own pace
- Product showcases demonstrating real-world applications
- Comparison content that honestly addressed the R-454B shortage while educating on alternatives

Every piece balanced two critical elements: URGENCY (addressing the immediate crisis) and EDUCATION (building long-term understanding).

Speed Meets Strategy

While the industry was still assessing the shortage, Daikin was publishing.

Our social team monitored dealer forums, Reddit threads, and LinkedIn discussions in real-time, identifying pain points and crafting responses within hours and days, not weeks.

The Content Series

We developed a cohesive narrative arc across platforms:

Awareness Phase: "There's a refrigerant shortage -- here's what it means for you"

Education Phase: "Understanding refrigerants and why the switch is happening"

Solution Phase: "Meet R-32: the alternative that's available now"

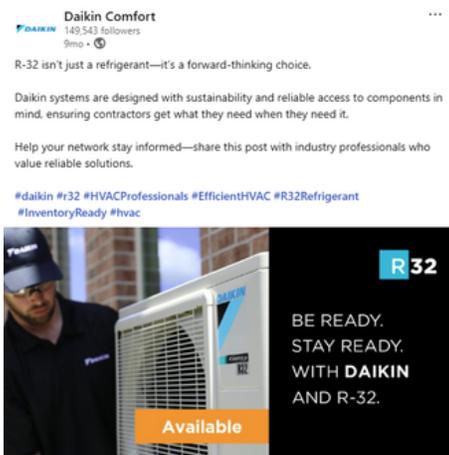
Validation Phase: "Real contractors and homeowners choosing R-32"



Maintaining Authenticity

We never exploited competitors' struggles. Instead, we positioned R-32 as an industry solution, not just a Daikin advantage. This approach built trust and positioned us as industry stewards, not opportunists.

- » LinkedIn Thought leadership from Daikin executives, case studies, industry analysis
- » Instagram Visually compelling content, day-in-the-life of R-32 installations, educational carousels
- » Reddit Engagement in HVAC & homeowner communities, transparent Q&A, zero marketing speak



150,000+

VIEWS
Across all platforms

Qualitative Impact

The true measure of success went beyond metrics:

» Industry Conversation Leadership

R-32 became part of the mainstream HVAC dialogue, mentioned in trade publications, dealer discussions, and consumer forums

» Brand Positioning Shift

Daikin elevated from “another HVAC manufacturer” to “forward-thinking industry leader”

» Customer Trust

Comments and messages revealed genuine gratitude for transparency during a chaotic time

» Competitive Differentiation

As competitors struggled with R-454B, we became the solution provider

What Made it Work?

» Listening first, posting second

We didn't create content in a vacuum; we responded to real needs

» Education over promotion

We taught rather than sold, building credibility

» Right message, right platform

Tailored content for each audience and channel

» Speed and relevance

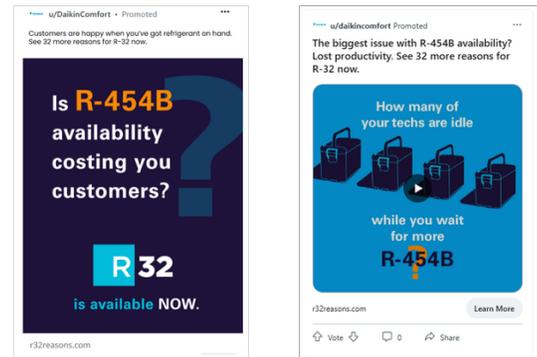
We move at social media speed, not corporate speed

» Dual-audience mastery

Successfully engaging both B2B and B2C, a rare achievement

6,553

ENGAGEMENTS
Shares, comments and likes



Manufacturing's Social Media Moment

This campaign demonstrates that even in highly technical, B2B-dominated industries, social media can drive meaningful business impact when executed with strategic precision.

By treating supply chain crisis as a storytelling opportunity, Daikin didn't just sell products – we educated an industry, empowered contractors, and reassured homeowners.



The Broader Lesson

The R-32 campaign proves that "Multi-Platform Campaign" isn't just about entertainment or viral moments. It's about identifying your audience's genuine needs, delivering value when it matters most, building lasting trust through consistent, authentic communication.

We didn't just participate in the conversation about refrigerants...

We Started it.

