

CASE STUDY: Increased Customer Conversion

Powers

Challenge:

Powers wanted their new water-tempering valve and online design tool to make a major splash in the quiet and conservative plumbing engineering market. The products were breakthrough and deserved a program that would have the market talking.

Integrated Marketing Communications:

The strategy was to create an equally breakthrough communications vehicle. Water tempering meets wacky jib-jab: Inspired by the quirky image attributed to engineers in general, this character-driven campaign is hosted by a jib-jab animated engineering odd couple to introduce the unique features of the new water valve and online design tool. The creative branding campaign leads plumbing engineers into highly visual, interactive, online demonstrations conducted by the dynamic duo and encourages visitors to immediately register for free use of an online valve design tool featuring the new valve.

Results achieved:

Within the first 9 months of the campaign, Powers experienced a **30% increase in supply fixture sales** and a **54% increase in system sales**.

This quirky integrated marketing communications program continues to attract the attention of plumbing engineers, with over 5,500 designs built to date using the new valve.

