

microDrain™ Camera Launch

RIDGID® – Marketing Flexibility

Challenge

RIDGID® is the leading manufacturer of tools and equipment for plumbing and drain cleaning applications. The company recently launched a new product called the RIDGID microDrain inspection camera system. This product was developed because of customer requests – and in some cases, *demands* – for a drain camera that would negotiate the smaller, twisting lines in toilets and P-traps. Such lines previously could not be easily reached with existing cameras and cables.

Solution

Sonnhalter literally went down the toilet to create a marketing campaign for the new RIDGID microDrain inspection camera system. Working closely with our client, we developed the launch campaign that introduced microDrain to the plumbing inspection and drain cleaning market. The line, “They wouldn’t make the toilet lines straighter, so we made our cable more flexible” was our problem/solution approach that addressed the problem that microDrain solved – navigability. In addition to full-page and fractional print ads, the campaign included showroom displays, sales literature, web/electronic ads and public relations.

Results

The client happily reported, “It has been a very successful new product launch that has exceeded our goals and allowed us to extend our drain inspection business during very difficult economic conditions.” Additionally, the print ad received a Gold Davey Award, an international honor that recognizes big ideas from companies with small budgets. So, it was one of Sonnhalter’s most successful launches, too. Talk about being flushed with success!

