

AUDIENCE PROFILE



Engagement Channels:

- YouTube (Video and companion banner ads)
- DSP (Choozle) - Banner ads

Audience Profile:

Our primary audience is Millennial DIYers (ages 22-38), in the consideration phase of their buyer's journey. These first-time home buyers appreciate good quality but are cost-sensitive, and are most likely not yet aware of the Gerber Faucet brand. They want something attractive, high-quality and easy to install to put their own stamp on their home, but they may fear the project turning into an inconvenient, expensive hassle if the piece doesn't fit or needs to be exchanged.

BUSINESS CHALLENGE & CAMPAIGN OBJECTIVE



Challenge:

The client wants to become the top-of-mind brand for this audience. Consumer awareness for the Gerber Faucet brand is minimal in comparison to their competitors, due in part to the fact that they do not currently sell their faucets at major big box stores; their products are only available via third party ecommerce sites (like Wayfair and Amazon) and showrooms. Until now, Gerber Faucet has not deployed a B2C campaign for its faucets.

Objectives:

CBD saw a striking opportunity to expand consumer awareness for the product line, increase Gerber Faucet's overall market share, and strengthen their current B2B/B2C presence and existing relationships.

- Primary: Increase overall brand awareness of the Gerber Faucet brand and their kitchen faucets
- Secondary: Drive sales at participating showrooms
- Tertiary: Generate data to inform evolution of Gerber Faucet's marketing strategy for 2021



Insights:

- Millennial DIYers want to “own” an important part of their home by putting their own touch on it. Little changes like a new faucet can lead to huge satisfaction.
- This audience is online, looking for renovation inspiration. When they’re ready to buy, they use search to find the right product for them.
- They like to research online, but they still want to touch and feel the product.
- Professional plumbers are perceived to have access to exclusive, high-quality products, and they’re trusted to know what’s best.

Creative Strategy:

- We chose a bold, “challenger brand” strategy to set the client apart and focus on awareness.
- Faucet brands in general are either super esoteric (Kohler) or lack any real brand differentiation (American Standard). No one was playing in a true Millennial space – using a slight sense of humor to break through and become a beloved brand.
- We also wanted to show them they can attain “high style” like the pros - and they can get it where the pros go.



Media Strategy:

- CBD utilized media sources that allowed Gerber Faucet to intersect Millennial DIYers at key phases of the buyer's journey, in media that align with their buying habits specific to this product.
- We focused impressions in geographic areas where the product can be acquired by geotargeting around participating showrooms.
- Finally, we began creative testing with a focus on learning which sources, tactics and messaging resonate best with each targeting scenario.



Concept Statement:

"Let's face it. There's no Home Improvement Fairy who comes in and makes everything all better. You know your new home is going to take work. But there is one thing you can do to add your flair – easily and affordably. And that's giving your kitchen a Gerber faucet."

We chose to introduce the Home Improvement Fairy, a comical character played by a talented actress and improviser, addressing the audience directly and positioning the brand as youthful, fun, stylish and affordable.



CBD chose two messaging platforms for the greatest impact available within budget.

- YouTube video ad placements with companion ads that either included or did not include a \$100 savings offer. The videos drove to offer-specific or non-offer-specific landing pages.
- Banner ads were deployed via DSP in a variety of sizes. All of these drove to the non-offer-specific landing page.

RESULTS/SALES /MARKET SHARE



Parma® Cafe Single Handle
Pull-Down Kitchen Faucet

GERBER®

In just over one month in-market, the campaign already showed impressive clickthrough rates. The YouTube video ads reached over 1.8 million impressions and over 1,500 clicks, while the banner ads achieved a clickthrough rate of .07% - 1.4 times the industry standard.



GERBER FAUCETS

Gorgeous. Affordable.
Pro-Trusted.

We continue to develop a foundation of awareness of the Gerber brand among DIY Millennials in the faucet product space. In doing so, we have established a compelling brand position that highlights Gerber as a brand of choice. Client selected us as AOR for 2021 and we are excited to see where this will lead.