

SUCCESS STORY

RINNAI®

PRODUCT LAUNCH CAMPAIGN

hfa

3...2...1... Launch Initiated

The brand-new M-Series boiler offers easier installation and serviceability for installers. Unfortunately, Rinnai was known as the tankless water heater brand, not a boiler brand. As a matter of fact, boilers made up only 3% of total sales. Our goal: heat up boiler sales to 8%.

hfa created an arresting creative campaign that put Rinnai boilers in front of the trade audience in purposeful and effective ways. We tapped into the installer's mindset, rolled out the biggest product launch in the company's history and kept that momentum going with a tour across the U.S. and Canada. The results – boiler alert – were scalding hot.

BOILER ALERT



14%

Sales increase

50+
MILLION

Online + offline media
impressions



hfa did a phenomenal job at IBS ... the booth, VR, videos, media relations, interviews, social schedule and content ... everything!



DAVID FEDERICO, BRAND MANAGER

42

One-on-one editor meetings scheduled

20+

Editorial placements secured post-show



7

Customized vans
on the road

28

Weeks from April
to September

952

Events across the U.S.
and Canada





27K

New installer leads
generated

163%

Rate of attendees
converted into leads



Rinnai
Boiler Alert

**INTRODUCING THE NEW RINNAI® M-SERIES
INSTALL UNSURPASSED QUALITY - FASTER THAN EVER.**

NEW

The Rinnai M-Series condensing boilers will boil down your installation time, big time. Service time, too. All while still giving your customers precise, reliable heating and hot water from a proven brand.

See how it's possible at BoilDownYourInstall.com.

- Easy installation
- Quickly replace key components
- Intuitive controller interface

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