

POLOPLAST

Studio Brand used video marketing to introduce this international piping manufacturer brand to the U.S. market.

GOALS

- Utilize video marketing to amplify Poloplast's debut into the American plumbing and piping sector.

APPROACH

- Take advantage of the AHR Expo in Atlanta to capture useful demonstrations and panels discussing the various benefits of Poloplast products and the superior technology that is polypropylene piping.
- Utilize video marketing content to drive inbound traffic on the Poloplast U.S. website and its various social platforms.
- Allow this debut for the Poloplast brand act as a launchpad for their entry into the U.S. market.

RESULTS

- A successful unveiling of the Poloplast brand to the U.S. market, leading to further brand awareness, introduction to new leads, and a secure connection with various American consumer groups.
- 1000+, views across multiple social media platforms such as Facebook, Instagram, and YouTube.

THE CURRENT SITUATION

Poloplast specializes in plastic pipe systems with intelligent solutions for a multitude of applications. The high performance of Poloplast's pipe systems is based on decades of experience since the company was founded in the '50s and perfected the multi-layer technology. Europe is Poloplast's stronghold since it is headquartered in Austria and has a well-established business in the Middle East. The company has high interest in North Africa and South East Asia considering their growth in the industrial pipe markets. Poloplast is now entering the U.S. market with the following focus in an initial phase:

- Territory: Texas, Upper Midwest
- Product Line—Supply Systems (drinking water, cooling, and air conditioning)
- Construction Type—Non-Residential
- Industries: Commercial, Healthcare, Education, Government buildings, Arenas

Poloplast was in desperate need of media that would kick off their U.S. expansion and introduce their brand to the American consumer.

INDUSTRY: PROFESSIONAL SERVICE

YEAR: 2019

SERVICE SCOPE: VIDEO MARKETING

PROJECT TEAM:

BRAND DEVELOPMENT · CONTENT MARKETING · SOCIAL MEDIA MARKETING · WEB DEVELOPMENT · INTERACTIVE MARKETING

THE SOLUTION:

The initial market entry point for Poloplast will be its participation in the 2019 AHR Expo, the largest HVACR marketplace in the U.S. AHR EXPO is designed for professionals in HVACR-related products and services. Attendees include engineers, mechanical contractors and installers, building owners and end-users, facility operators, architects and design/build firms, distributors and reps, educators, public utilities and institutional professionals, and the Press. They come to the show to see what the exhibitors have available, source the latest products, learn about new technologies and the industry trends, and develop mutually beneficial business relationships. Studio Brand used this opportunity to document some of the various activities that took place at AHR that can be featured on numerous web-platforms in the marketing mix.

PROJECT GOALS AND OBJECTIVES

The goal for the Poloplast AHR video marketing series was to help introduce the target markets to this new PPR brand as an industry leader and develop a relationship with the newly established distribution center in Houston, TX. The objectives were rather straightforward. Two significant activities included in the AHR Expo were the panels with Poloplast's Business Development Manager and the demonstrations held at the Poloplast booth. Since Poloplast exists in an exceptionally technical B2B sector, much of these activities were oriented towards educating potential clients about the benefits and capabilities of PPR piping and Poloplast products. In addition, the installation process is often cited as the most essential marketing tactic for this particular industry, and it was crucial that Studio Brand captured this element. As a result of the video marketing produced, Studio Brand was able to develop a connection with the audience that built credibility while also entertaining the target audience.

“The AHR Expo was a huge success, and the videos by Studio Brand helped Poloplast position themselves as a significant player in the U.S. market.”
—Kathy Gonzales-Rubio, Creative Director at Studio Brand

MEASURE OF SUCCESS

Studio Brand was able to track the success of our video marketing tactics through the monitoring of various platforms in which they were posted (i.e., Facebook, YouTube,

etc.). Studio Brand was also able to track and reply to any comments and sharing that took place to ensure our goals for introducing the Poloplast brand to the target audience are met.

