

# Marketing Services Integrated Marketing Communications Plan Case Study - #14

## Situation/Opportunity

As one of its proprietary products, Crane Products Ltd. developed the WaterFall Gutter Guard System, which has a unique design that keeps gutters clear of leaves and debris. Our mission was to gain market share against competitor gutter guard systems by recruiting roofing and remodeling contractors to spec WaterFall to homeowners they install for.

## Our Solution

The strategy was simple, position WaterFall as a powerful new income stream for contractors and have them spec the product to the homeowner. To do this, we developed an integrated marketing communications plan using images of money imprinted in various types of debris (i.e. leaves, acorns, etc.) that commonly clog gutters. A seasonal direct mail campaign, heavy in the early spring and fall, championed the marketing effort and was strategically supported by ads, collateral and an interactive web site. All of which promoted the notion of an additional income generator for both roofing and remodeling contractors.

## Results

Crane recruited several hundred new contractors, which in turn helped them to double their projected sales goals for the year.

trade show banner stand

The WaterFall Gutter Guard System

**MINIMIZE DEBRIS, WITH WATERFALL.**

**WATERFALL**

Scientifically engineered to let water flow into your gutters and keep debris out.

- Scientifically engineered to let water flow into your gutters and keep debris out.
- Clogged gutters can cause serious problems like erosion around your home, water damage to your foundation, rotting fascia, costly roof damage, and more.
- Water adheres to the system's "steps" where it is directed through channels into drain holes and then into the gutter. Leaves and debris simply slide over the "steps" and onto the ground.
- Slides under any shingled roof surface and clips firmly to the gutter so it won't blow away like flimsy mesh screens and domes.
- Won't cave in like mesh screens or domes, or let leaves and debris pile up on top like they do.
- Protects roofs and foundations; also protects against soil erosion, landscape damage and basement flooding.
- Proven performance even in downpour conditions.
- Made from rigid PVC to ensure durability, flexibility, and resistance to cracking and chipping even under the toughest weather conditions.
- Attractive when installed, it's formulated to withstand extreme temperatures, ultraviolet exposure, and weathering to keep its good looks over the years.

A Crane Products Ltd. product [www.Water-Fall.co](http://www.Water-Fall.co)

brochure

Filters are okay until they stop filtering.

Waterfall. Designed to deflect leaves, not collect them.

WATERFALL: DESIGNED TO DEFLECT LEAVES. NOT COLLECT THEM.

direct mail

MONEY DOES GROW ON TREES.

The WaterFall Gutter Guard System

Lets water flow into your gutters and keeps debris out!

- Become a Certified Installer
- Installer Resources

How it Works | Installation | FAQ | Product Comparison | Certified Installers | More Great Products | Warranty

• Water adheres to the system's "steps" where it is directed through channels into drain holes and then into the gutter. Leaves and debris simply slide over the "steps" and onto the ground.

Locate a Certified Installer  
Enter Zip Code:   
:: Submit

Learn more about the benefits of using a Certified Installer.

Why It's The Best...

- Lower Cost
- New or Aftermarket Installation
- Appearance
- High Rain Capacity
- Durable Vinyl

[Click here to learn more](#)

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MARKETING SERVICES

Delivering on the Promise.