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Advertising — No.3

Changing buying habits through advertising

CLIENT: KWH Pipe

PRODUCT/SERVICE: Weholite® - low pressure, large diameter HDPE (polyethylene) Pipe

SITUATION:

Large diameter concrete pipe was the traditional choice in municipal water and wastewater projects including fresh water delivery, storm and sanitary sewers. KWH Pipe wanted to increase their share of Weholite® pipe in this market.

The degree of awareness or acceptance for large diameter polyethylene pipe among municipal and consulting engineers was unknown.

It was known, however, that change came slowly in these markets and the product specifications that were in-place were strictly adhered to.

OBJECTIVE:

To increase awareness for Weholite as well as HDPE pipe as a viable alternative to other, traditional types of pipe in specific applications.

STRATEGY:

The strategy was three-fold:

- Determine the awareness of HDPE pipe in specific applications as well as awareness and perceptions of Weholite and KWH Pipe;

- Determine the lifecycle position for HDPE in these markets to provide direction for communications;
- Educate the markets on the benefits of using large diameter HDPE pipe in certain applications.

TACTICS:

Highly targeted benchmark research aimed at municipal and consulting engineers, administered by telephone, to determine awareness and lifecycle positioning.

An advertising campaign was designed to run for two years, with different creative executions. The creative strategy was influenced by the position of the product in the lifecycle. It was determined that the product was in the Early Adopters stage, and necessitated benefits-oriented communication to the target groups. Each advertisement in the series focused on a particular benefit of HDPE pipe.

Featured articles on Weholite were placed in government, electrical, plastics and water publications in Canada and the US. A Pipe Comparison Brochure was developed and posted on the KWH Pipe web site to provide comparative information on the advantages of Weholite pipe.

RESULTS:

The advertisements regularly rated within the top 10 in Public Works, the selected medium. KWH Pipe was **successful in changing concrete specifications to Weholite** in a number of large applications including a hydro project in Montana, the Kern Water Bank in California and the Western Beaches Storm Storage Project in Toronto.

