

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.



14%

50+
MILLION

Sales increase

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





20+

Editorial placements
secured post-show

42

One-on-one editor
meetings scheduled





7

28

952

Customized vans
on the road

Weeks from April
to September

Events across the U.S.
and Canada



163%

Rate of attendees
converted into leads

27K

New installer leads
generated

