

SR-20 Media Event

RIDGID® – Road Scholars

Challenge

Our mission was to introduce a new product to a new market that had never been previously targeted by our client. The RIDGID® SeekTech® SR-20 Locator is a high-tech device designed to find underground pipe and wires. Although RIDGID had been a leading supplier to the plumbing industry for years, the company was virtually unknown in the locating field. In addition to introducing RIDGID and its new product, the Sonnhalter team had to help build trust and strengthen the credibility of the RIDGID brand with prospective customers in the utility market as well as members of the trade media.

Solution

Sonnhalter helped RIDGID organize a media event in which editors of key trade publications were invited to a special introductory presentation of the new product. Essentially, RIDGID took its product training on the road. The event was held in conjunction with "Dig Big," an annual trade show held in Illinois. Activities included a product overview, question-and-answer session and demonstrations that allowed editors to get some hands-on experience using the SR-20.

Enticements included hotel rooms, transportation, meals and gift bags stuffed with some really awesome RIDGID merchandise.

Results

The SR-20 media event was a huge success for RIDGID. More than a dozen editors attended the presentation and learned first-hand about the new technology and how it works. Their participation resulted in extensive coverage in the pages of their magazines and on their websites. Stories ranged from the company's entry into the new market to technical articles on the technology. In the year following the event, RIDGID garnered more than \$300,000 in free press coverage and more than 3 million impressions. What's more, RIDGID is now a go-to source of information for many of the editors who participated in the event. Oh yeah...and sales of the product have been above projections. Talk about the power of the press!

