CREATING BUZZ

Garden Media

PR CASE STUDY

LAUNCHING A PRODUCT

RESCUE®

STINK BUG TRAP

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How to Launch a Product People Love

Garden Media Group has helped launch hundreds of new plants and products in the past 25 years.

You have a great idea and have invented a revolutionary new product. You have manufactured it and now are going to sell millions. Right? Not so fast, Einstein. In today's marketplace, thousands of new plants and garden products are introduced every year. So what makes a product like the Knock Out® Rose the one people ask for by name?

Reputation. Reputation. Reputation. It's not rocket science. In order to gain long-term loyalty, garden businesses need to spend more time reputation building with word-of-mouth and gaining customer trust through media endorsements, both traditional and digital.

If you want your garden brand to develop mind share and gain long term market share that increases over time, you must have public relations in your marketing mix --plain and simple.

As consumers continue to gain more and more power via social media, savvy businesses are investing serious time and resources in pulling customers in, creating opportunities for customers to "discover" brands as they search the internet or print media for solutions.

The future of business and consumer search is shifting to a focus on content marketing. Businesses cannot afford to invest all marketing resources 'pushing' products through old-fashioned – and expensive – advertising channels, they need to start 'pulling' instead.

How to Launch a Product People Love

Having helped launch hundreds of new plants and products, Garden Media knows what it takes to cut through the noise and media clutter in an overcrowded market and become a “must have”.

Building a brand is a growth process. Through our many exciting brand launches we have developed a series of proven techniques that develop a brand’s personality, its voice and a powerful reputation that drives sales.

Now more than ever, public relations plays an important role in introducing brands to potential customers. PR tells the brands story, builds its credibility and makes customers “fall in love” over and over again.

In the end, you want your brand to find a place in the minds – and hearts - of your customers, who then look for it and ask for it by name .

Let’s look at how we successfully helped launched a new product from Sterling International, the RESCUE!® Stink Bug Trap®.

About the Client: RESCUE!®

By 2011, stink bugs were in 33 states and becoming an economic as well as health issue with no reliable solution on the market.

Foreseeing the problem, Sterling International's team of scientists created and tested an all natural stink bug trap, scientifically proven to lure stink bugs both indoors and out. RESCUE!® was prepared for the stink bug invasion.

And the marketing team was ready for a product launch to roll out the new RESCUE® Stink Bug Trap in the key "red zone" states.

RESCUE!® knew this was an opportunity to build brand awareness like none the company had experienced before, and they wanted to own the stink bug category nationally.

By this point, RESCUE!® had been on the market for 25 years and had an excellent reputation for its line of all natural fly, wasp, yellow jacket and Japanese & Oriental beetle traps – plus a variety of other insect products.

In 1982, Rod Schneidmiller saw first hand the hazards of spraying harmful insecticides on farmland and knew he needed to create positive change.

Inspired, Schneidmiller and RESCUE!®'s mission became making pest control smarter by designing, manufacturing, and marketing the safest, most effective pest control solutions available . . . all in the U.S.A.

RESCUE!® just needed some help getting out the word about stink bugs and their trap!

The Challenge

RESCUE!® knew they needed help educating people on how to control stink bugs.

That's where Garden Media comes in...

By April of 2011, the stink bug problem was making national news, yet reporters were offering no solution. RESCUE!® realized they needed to be part of the news coverage as the safe, natural way to control the invaders.

Without the time, staff or media connections, RESCUE!® knew they needed to "call in the big guns" to be part of the national conversation. The all-natural insect control company wanted to be the go-to brand for consumers and media when insects were mentioned.

They had not used public relations before, but knew they needed to add it to their marketing mix in order to reach people and educate them about their products – the who, what, how and why of RESCUE!® Stink Bug Traps.

RESCUE!® called Garden Media after an introductory email from us here in Pennsylvania, near the stink bug epicenter. RESCUE!® instantly knew Garden Media was the right fit because we had a proven track record, shared the same eco-centric core values and intimately understood the stink bug problem.

Overall Client Results

Since Garden Media's successful launch of RESCUE!®'s stink bug trap, RESCUE! has continued to work on building their brand and name recognition.

Presently, their stink bug traps are flying off the shelf! Plus, RESCUE!® is now looked to as the leader of green, insect traps.

Total Impressions from 2011-2013:
1.75 Trillion!

Total Ad. Value from 2011-2013 :
$3,500,000

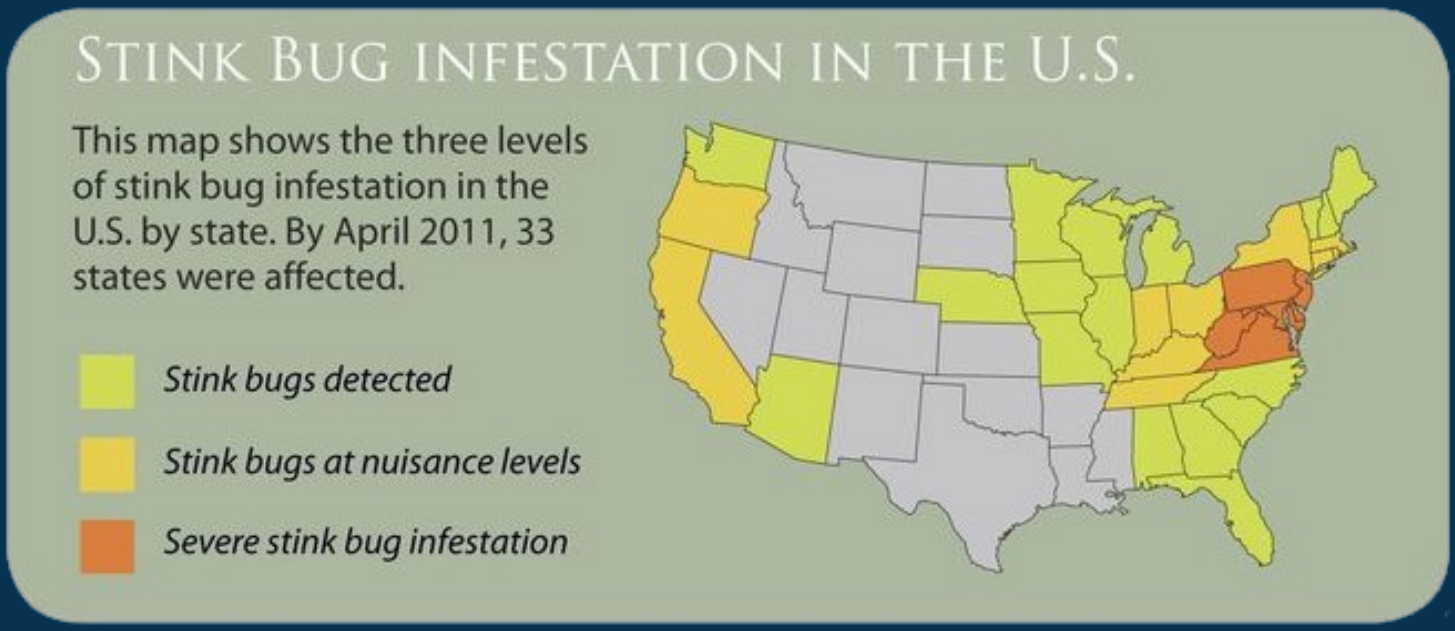
Strategy

It is important to first and foremost decide what you want to achieve.

We decided we wanted the RESCUE!® Stink Bug Trap to be the recognized brand consumers could trust for the safe and effective solution to their stink bug problems both inside the home and outdoors.

Our strategy for the RESCUE!® Stink Bug Trap product launch was to:

- Educate consumers about stink bugs and how to win the battle against their 'invaders'
- Position RESCUE!® as the cutting edge natural pest control solution
- Drill down and build on media attention in key 'red zone' markets surrounding the stink bug infestation
- Seize media opportunities to introduce other RESCUE!® traps to offer solutions to fight bothersome insects



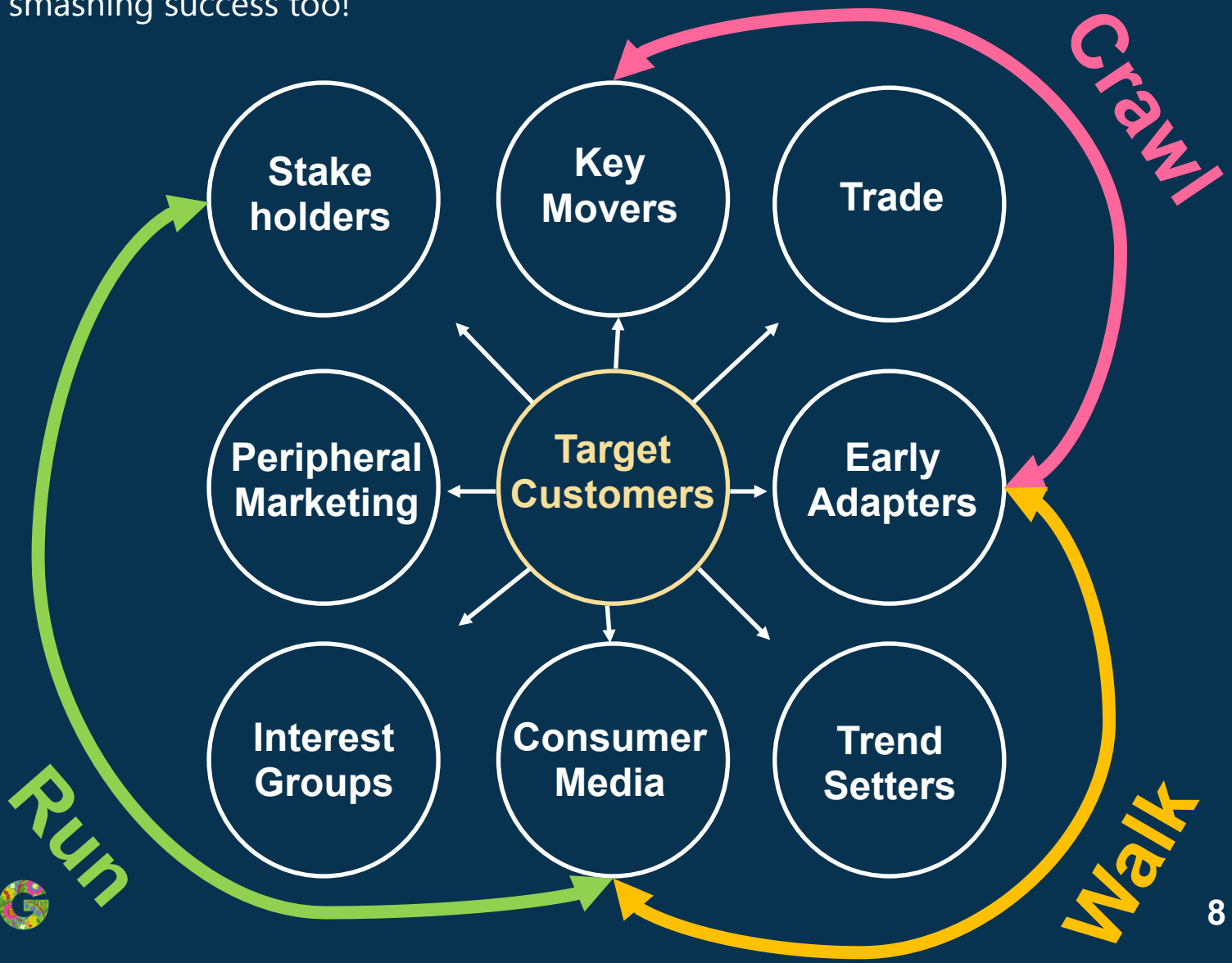
Strategy

A product launch is much like learning how to walk. You first need to learn to crawl, then walk, and before long, you are running full speed ahead!

At Garden Media, we launch a new plant or product in three stages. We start from ground zero and branch out to bigger influencers each and every year. Each connection is made with the intention of reaching the target customer and getting them to fall in love with the new plant or product.

Once you're ready to launch, you've got to plan for a three year commitment. During this time, the buzz will continually build around your garden product.

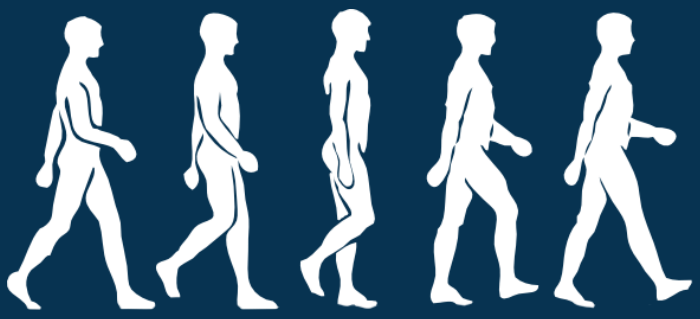
Before you take any action, your garden business must create a plan of action for each year. We'll walk you through each step of our RESCUE!® Stink Bug Trap Launch, and share our insider secrets to make your product a smashing success too!



3 Stages of Product Launch

1. Crawl

- Defining the Brand
- Top of Pyramid Influencers
- Trade Buzz
- Elite Sample Program



2. Walk

- Sample Program
- Garden Consumer Buzz
- Garden Writers
- Garden Social Media
- Larger Garden Media Sample Program

3. Run

- Mass Consumer Buzz
- Social Media Chatter
- Maintaining Momentum
- Consumer Media Sample Program

Crawl: Year One

Recipe for Success

During the first year of the product launch, your main goal is to plant the seeds.

In this early stage, you need to learn how to find your footing in the garden industry and introduce the product to those at the top of the pyramid.

When gaining media attention, you'll hope to be mentioned in the body of the article.

Our secret for success is to focus on trade, key influencers and early adopters during this phase.

Crawl: Year One

During Year One, focus on steps 2-5. Step One (Research and Development) should already be completed before you begin!

Crawl: Year One

Play by Play

1st: Craft impeccable messages for the target audience that align with overall goal

2nd: Implement a sample program with key influences in the garden industry to gain endorsements

3rd: Create strong relationships with trade influencers to increase brand awareness

Top News

Sample Program

We sent out sample packages to key media influencers across the country, from trade to consumer to social media influencers at Green Profit, Fine Gardening, Better Homes and Gardens, Organic Gardening, and more!

Crawl: Year One

Results

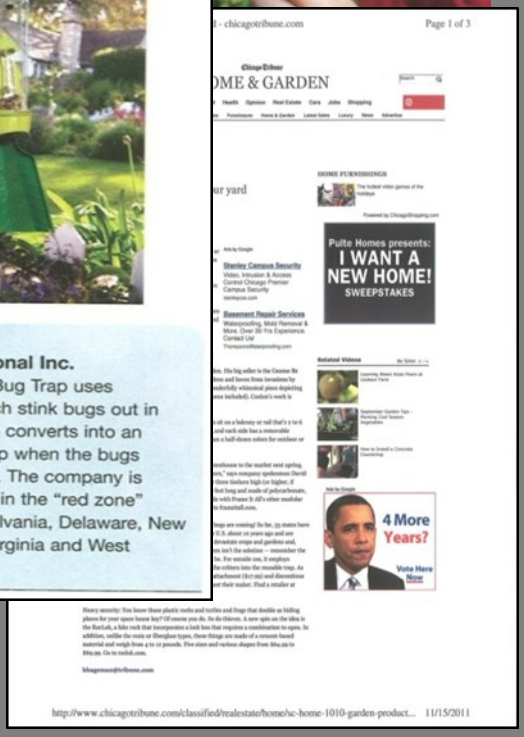
Total Views
50 Million

Total Equivalent Advertising Value
$425,615.31

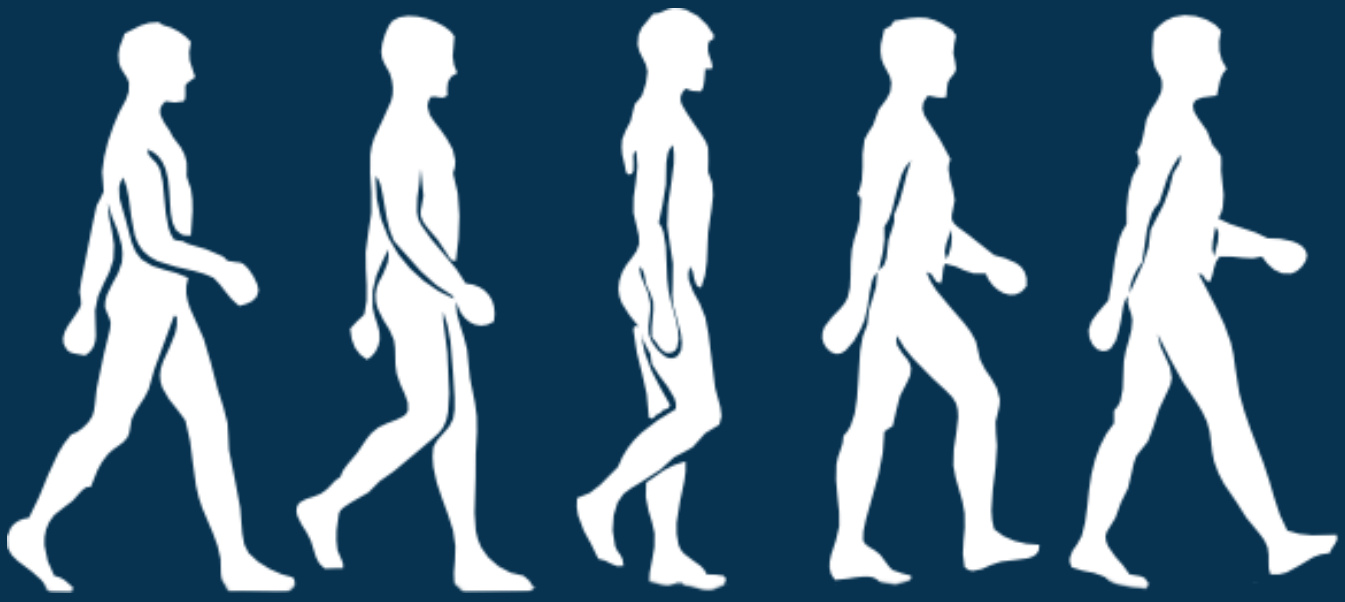
Highlights
Trade: Green Profit, Garden Center Magazine, Lawn and Garden Retailer

Trade Shows: Independent Garden Center Show

Consumer: Wall Street Journal, You Bet Your Garden, and The Chicago Tribune



Walk: Year Two



Recipe for Success

You've begun to gain buzz in the industry. Now it's time to build on it!

In your second year, focus on gaining consumer awareness in the gardening world. Now that your product is on the shelves, your target audience needs to know to look for it.

During this year, you'll feel the tide swelling. All of your hard work will begin to pay off—in a very visible way. Media placements will increase and so will your sales!

Now, in the media, you'll be the main story and seen as an expert in the field.

Walk: Year Two

During Year Two, focus on steps 6-8. The momentum is building, and now, it's time to capitalize!

Walk: Year Two

Play by Play

1st: Attract even **more** consumer buzz by focusing on all stink bug touch points, triggers, holidays, and new twists

2nd: Fine-tune digital presence by utilizing social media, bloggers, website, and online news

3rd: Be an industry **leader** at trade shows, in publications and in the media

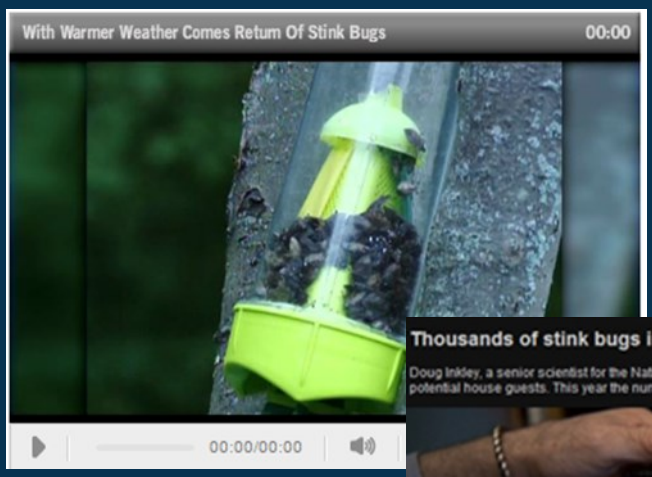
Walk: Year Two

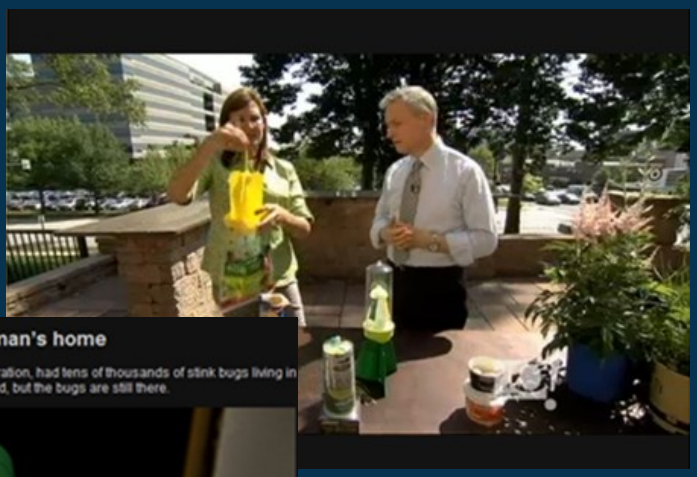
Top News

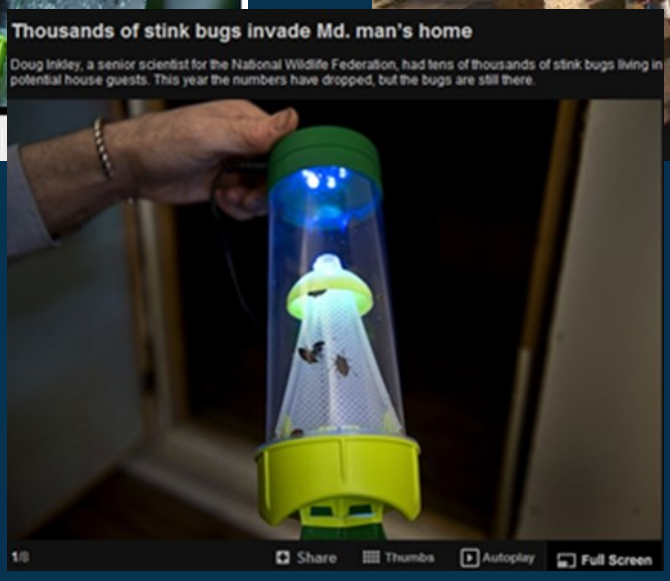
Timing is Everything Videos

In the first year, we focused on getting the word out about the stink bug epidemic. This year, we had to visually tell our story by utilizing video.

Plus, instead of just introducing RESCUE!®'s Stink Bug Trap to the world, we shifted to the timeline of stink bugs. Knowing when to set the traps ensures the most effective use of the trap and "triggers" consumers that now is the time to put out a trap.







Walk: Year Two

Results

Total Impressions

699,344,848

(12 Times Last Year's Numbers)

Total Equivalent Advertising Value

$843,347

(Double Last Year's Value)

Highlights

Trade: Green Profit, Garden Center Magazine, Lawn and Garden Retailer

Consumer: Yahoo, Washington Post, HGTV Gardens.com, Better Home and Gardens Blog, and the Wall Street Journal

Run: Year Three

Recipe for Success

This year your brand is reaching out to the masses.

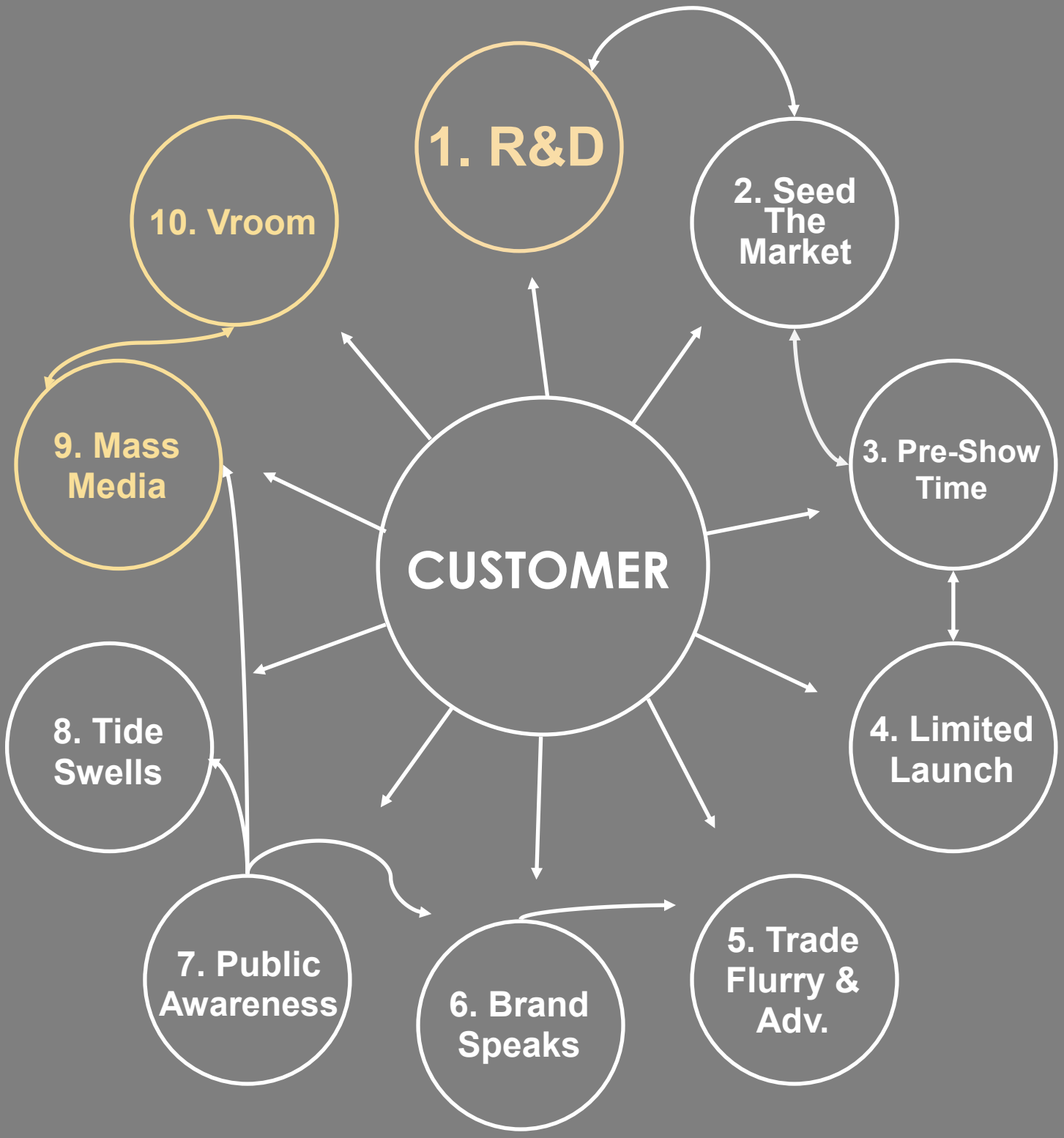
To keep the momentum going, rinse and repeat! Keep doing what you're doing, but now, hone in on mass media.

By now, your product launch has proven to be a smashing success! Your product is getting national recognition and people are talking about you.

Now it's time to begin launching a new product to keep your brand in the spotlight.

You don't want to be a one-hit wonder!

Run: Year Three



During Year Three, focus on step 9 and 10.
You've made it! Now, begin R&D for a NEW product.

Run: Year Three

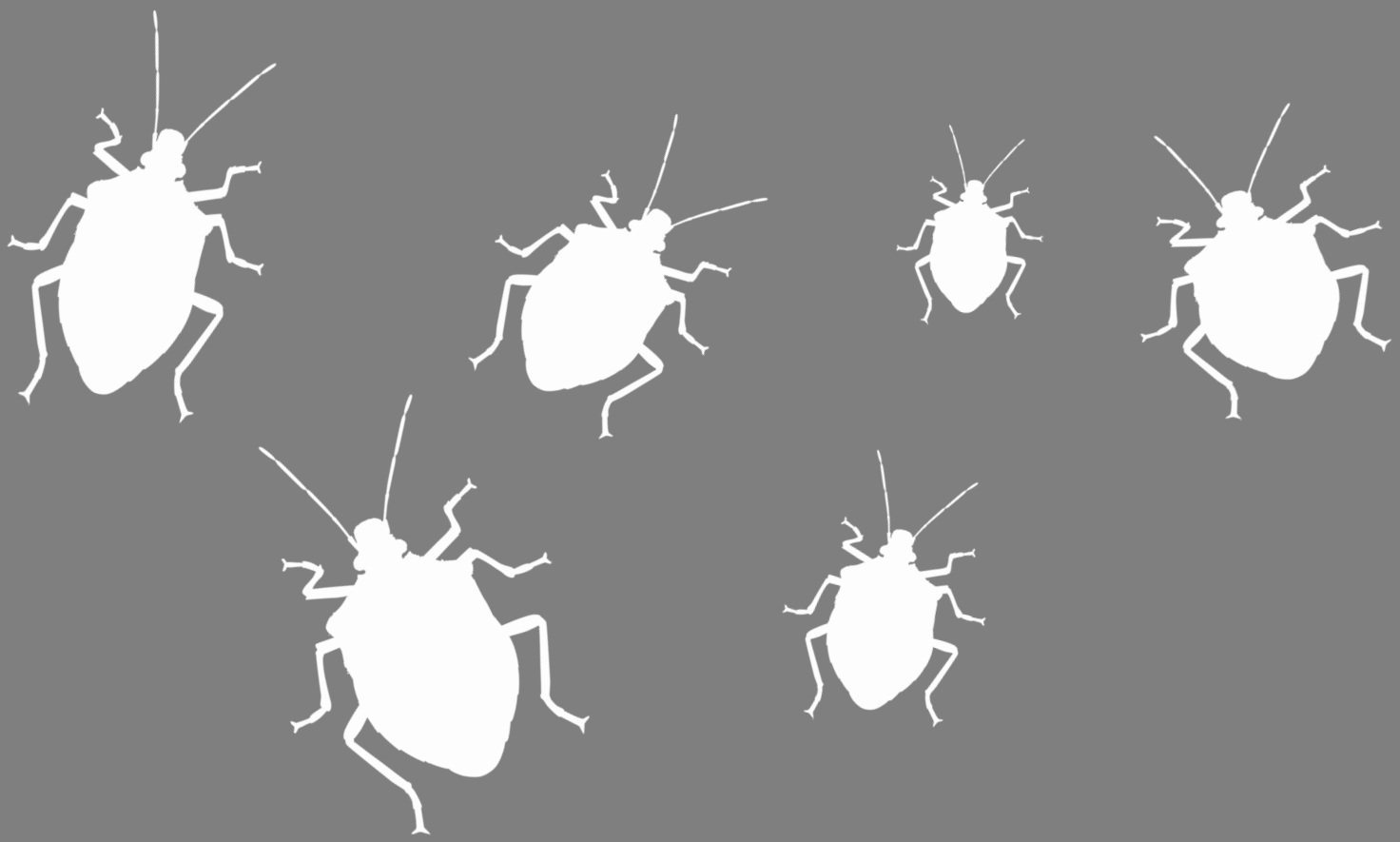
Play by Play

1st: Attract consumer buzz by increasing visibility in consumer media

2nd: Focus on digital media (social media, bloggers, websites and online news)

3rd: Continue participation in trade shows and publications

4th: Send samples to a wider target of influencers



Run: Year Three

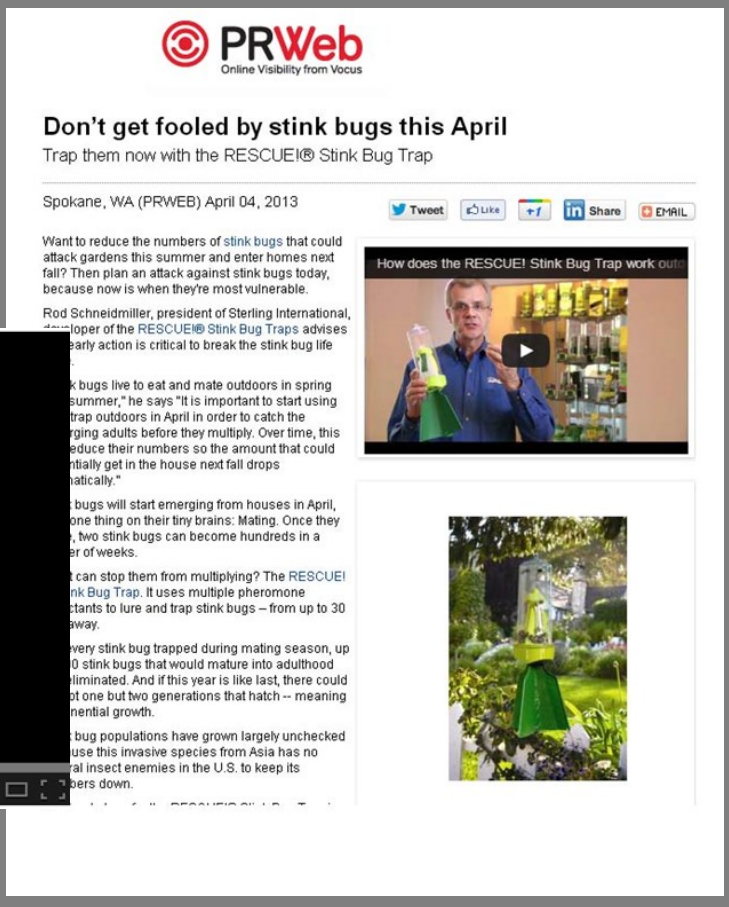
Top News

This year we put a new twist on the stink bug story with "**Don't Get Fooled by Stink Bugs this April**".

By placing our stink bug trap story on a holiday, our news instantly became fresh and timely!

In another attempt to hone in on the latest trends, we sent out a video of stink bugs dancing the Harlem Shake.

Adding memes and humor to your public relations media plan—especially around April Fool's—is a great way to capture media attention.


PRWeb
Online Visibility from Vocus

Don't get fooled by stink bugs this April

Trap them now with the RESCUE!® Stink Bug Trap

Spokane, WA (PRWEB) April 04, 2013

Tweet Like +1 Share EMAIL

Want to reduce the numbers of stink bugs that could attack gardens this summer and enter homes next fall? Then plan an attack against stink bugs today, because now is when they're most vulnerable.

How does the RESCUE! Stink Bug Trap work

Rod Schneidmiller, president of Sterling International, developer of the RESCUE!® Stink Bug Traps advises early action is critical to break the stink bug life

k bugs live to eat and mate outdoors in spring summer," he says "It is important to start using trap outdoors in April in order to catch the rging adults before they multiply. Over time, this educe their numbers so the amount that could ntially get in the house next fall drops natically."

bugs will start emerging from houses in April, one thing on their tiny brains: Mating. Once they , two stink bugs can become hundreds in a er of weeks.

can stop them from multiplying? The RESCUE! nk Bug Trap. It uses multiple pheromone tants to lure and trap stink bugs – from up to 30 away.

very stink bug trapped during mating season, up 0 stink bugs that would mature into adulthood liminated. And if this year is like last, there could ot one but two generations that hatch -- meaning nential growth.

bug populations have grown largely unchecked use this invasive species from Asia has no al insect enemies in the U.S. to keep its bers down.

Run: Year Three

Results

Total Impressions

979 Million in Six Months

Total Equivalent Advertising Value

Over $2 Million in Six Months

Here's a sneak preview of the highlights thus far!

Key to Future Success
Next Steps

Now that RESCUE!®'s Stink Bug Trap is a hit, they're continuing to establish themselves as the expert for ALL insect traps.

Check out a few of their hot, new products that they've been launching with these proven to work steps!

Product Launch Takeaways

When launching a product, your garden business needs to think about garnering and keeping long-term attention. Plus, it's important to have a phenomenal launch plan and great execution. Garden Media creates brands and products that last for decades. Whether you want a national campaign, to drill down in a regional market, to reach consumers or garden center owners, Garden Media has the experience and creativity to make magic happen.

Launching a Product Includes:

- Concept Development and Testing
- Competitive Research
- Marketing Strategy and Plan Development
- Development & Execution Communications Plan
- Product Sampling
- Product Media Placement

When launching a new product, Garden Media can structure your launch plan and implement the tactical steps we discussed in this case study. We have years of experience launching new lawn and garden products, creating entirely new markets and extending or improving product lines in our clients' current markets. In this case study, you've learned our secrets to successfully launch your brand, service or product.

If you want more information, please give us a call. We are here to make your brand one consumers ask for by name.

Want to Create a Wildly Successful Product Launch like RESCUE!®'s?

Contact us for a free consultation and learn how we can help you with your product launch!

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