

# Mansfield Plumbing Products LAUNCHING NEW PRODUCTS

Introducing a new product is not an easy task. One could argue that it's the most difficult marketing task: first you need to create a product that meets an unmet need, establish it's value proposition; then create preference for your new product versus competitive offerings.

That's where Hardman Group comes in.

Our latest new product success story comes from Mansfield Plumbing Products. For over 85 years, Mansfield has offered residential and commercial plumbing products. They needed to broaden their product portfolio and provide their national distribution network (its customers) new reasons to market and merchandise the Mansfield brand.

## Introducing Mansfield:

- Protector®, the no-overflow toilet
- Denali™, a power flush toilet
- Summit™ a proven, high performance toilet.

In order to make a new product something customers want to sell, it needs to serve a purpose in the lives of consumers. Defining that purpose depends on individual product functionality and the problem it solves for those consumers.

Our trade research discovered insights that both positioned and differentiated Mansfield products in the mind of their customer.

## We created an introductory program for each of these products that included:

- Product positioning/value proposition creation
- Distributor sell-in promotion
- Trade collateral
- Showroom merchandising
- Product demonstration through digital channels

These multichannel marketing campaigns drove distribution of each new product, pulled the products through the channel to B2B and B2C consumers — and made Mansfield a more important brand to their distributor customers.

As a result, Mansfield Plumbing Products experienced double-digit increases in both distributor and retail sell-through.

Because that's what we do.

