

CASE STUDY: Newport Brass Faucets



Bring it home
Leslie chose this faucet, *left*, for its sleek design (just one countertop hole needed) and three-function spray head (Simplice, \$265; kohler.com). We also like the features of these high-arc options.




Classic-Looking Faucet Traditional styling and a choice of 26 finishes set this faucet apart. Nadya, \$898 in polished chrome; newportbrass.com

resources

Newport Brass and Ginger are two product brands under the Brasstech Division of MASCO (which includes Delta, Hansgrohe, and Briso Faucets as well as Behr Paints.)

The strategy for Newport Brass/Ginger was to launch PR campaigns that coordinated with new product launches. To further utilize PR efforts, newsletter and email blasts were developed to communicate with Brasstech employees, national product distributors, and showroom representatives that sell these brands.

A total of 10 product launch campaigns were undertaken in one calendar year.

Product launch efforts were focused on varied media including

- National design magazines
- Regional magazines
- Trade magazines
- Newspapers
- Design websites
- iTunes Apps
- Blogs
- Trade websites
- Newsletters

RESULTS: Newport Brass Faucets



IN ONE YEAR...

Over 55 Editorial Features in 9 Categories including the following:

- Alaska Home
- Arizona Foothills Magazine
- Arkansas Democrat Gazette
- Bath & Kitchen Pro Newsletter
- Beautiful Kitchens and Baths
- Better Homes and Gardens
- Cape Cod Home Remodeling
- Connecticut Cottages & Gardens
- Design New Jersey
- Design Notes Blog
- Design Quarterly Resource Guide
- Home Improvement Retailing (Canada)
- Houzz.com
- IN Magazine (Texas)
- Interior Design Magazine
- InteriorDesign.net
- K+BB Industry Watch Newsletter
- KBBOnline.com
- KBCulture.com: KBCulture Awards
- KBDN Trend Report
- KBDN's For Residential Pros
- Kitchen & Bath Design News
- Kitchen + Bath Business
- Kitchen and Bath Design News
- Kitchen Product Guide App
- Luxury Source by DPHA
- Real Kitchens
- SabinesHome.com
- Signature Kitchens & Baths
- Today's Home (SF Bay Area)

RESULTS: Newport Brass Faucets

NEWPORT BRASS.
Flawless Beauty. From Faucet to Finish.™

A YEAR OF GREAT DESIGN

It has been a year filled with Newport Brass product debuts for the kitchen and bath.
From classic to contemporary, great designs and innovative features are the hallmarks of these products from Newport Brass.



DECORATIVE SQUARE SHOWER DRAINS



VESPERA KITCHEN COLLECTION



NADYA, EAST LINEAR, JACOBEAN KITCHEN FAUCETS



SKYLAR BATH COLLECTION



GUN METAL FINISH

Newport Brass Products are constructed from solid brass and are available in over 27 decorative finishes



IN ONE YEAR...

10 PR Campaigns Promoted to Audience of 33,000

- Year of Great Design - Newport Brass
- Year of Great Design - Ginger
- Trade News: ISO 14001 Certification
- Interior Design's Best of Year Award
- Skylar Faucet and Bath Collection
- New Kitchen/Pull Down Faucets
- Square Shower Drains
- New Gunmetal Finish
- Keaton Faucet Spotlight
- KBIS Event



IN ONE YEAR...

3 Product Design Awards

- KB Culture Awards Honoree Bathroom Accessories (Hon. Mention)
- Interior Design Awards, Best of Year Bath Accessories (Finalists)
- Interior Design Awards, Best of Year Kitchen Fittings(Finalists)