

Excerpts from

GERBER®

PROFESSIONAL PERFORMANCE

Marketing & Communications Meeting

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SURVEY RESULTS: EXECUTIVE SUMMARY

Plumbers/Contractors:

- Audience provided by BNP Media
- Gerber has great total awareness (90%) among this professional audience – fantastic opportunity; however, Gerber has low top of mind (3%).
- Top of mind is an indicator of market leaders and purchase decision factors.
- In terms of conversion, Awareness: Preference (identifies marketing strength) and Usage: Preference (identifies operational strength) Gerber is lower in market in both metrics which indicate great potential for the company to market themselves better and improve its operations.
- Additionally, plumbers are very satisfied with their current products, so convincing them to switch brands poses a challenge.
- Gerber's availability is good – need to promote availability
- Stands out on Value

Gerber Sales Reps.:

- Quality ranks high among reps. in why they sell Gerber
- Gerber is one of the top brands that plumbers are talking about
- Gerber needs newer products – a need for Gerber to produce more product, styles and green
- Better education to sales reps. about products
- Enhanced sales tools (i.e., user-friendly Web site, new product CDs, brochures, etc.)

BRAND POSITIONING

BRAND POSITIONING

“Brands create context about who we are and how we live. And brands aren’t just articulated by their advertising any more; they’re articulated by everything they do. Every aspect of a brand that touches people defines that brand.”

Lee Clow

Chairman & Chief Creative Officer, TBWA Worldwide

A brand position is a company’s core message - the heart of its business. Audiences only have so much space in their minds for each product category.

A brand’s positioning defines the way in which we want relevant audiences to think about that brand. The Positioning Statement states the reason for the brand’s existence and, once successfully established, it should rarely be changed. The most successful positioning statements are simple to understand and repeated year after year after year.

- Brand positioning starts with a product – a piece of merchandise, a service, a company, or even a person
- Positioning is not what you do to a product; positioning is what you do to the mind of the consumer
- Brand positioning statements are the most basic of all strategic statements and provide a blueprint for the marketing and development of a brand
- Its purpose is to focus the efforts of all those involved in marketing and development activities
- The idea is to attempt to “own” one word or concept that represents your product or service in the consumer’s mind

That one specific idea that first comes to mind about the product.
That one characteristic that sets the service apart from competitors.
While positioning is how you want to be known, it must reflect reality. How the company really is known. Or how it can believably be known.
Your positioning statement should reflect the way people really think - using simple language real people really use. You must express the position in a way that people really think.

Keep it simple. Succinct. And see if your positioning statement pass this check list:

- Is it true?
- Is it easy to understand?
- Does it differentiate the product in an attractive manner from the competition?
- Is it expressed the way people will express it in their own minds, their own words?

2008 MARCOM PLAN

2008 ACCOUNT SERVICE / CREATIVE

K&A will implement and execute an integrated marketing program through concentrated communication efforts utilizing Gerber's key audiences and the ability to influence those audiences.

A comprehensive marketing program will help to build upon Gerber's already established brand awareness and strategically build the brand to be a top of mind and preferred choice in both brass and vitreous china. These efforts will be carried out with the goal of generating sales and gaining an increase in national brand recognition through the usage of Gerber brand products.

Such initiatives are to include, but not limited to: the positioning of new and current suite lines, the launch of new products/re-launch of existing products, the initiation of loyalty, rebate and other incentive programs, a complete facelift of the current Gerber co-op program, and the implementation of the green program, reposition the Gerber brass products to garner a push toward Gerber's brass lines, and the creation of compelling media placements to support and build awareness of the Gerber brand.

logan square™ suite

Equipped with flushing **power** that is among the industry's elite. This collection brings **brilliant** style and **superior** performance to any bath or powder room design.

Vitreous China Finishes: White or Biscuit

Logan Square Faucet (sold separately)
 - New complete line of bathroom faucets
 - Transitional styling
 - All brass waterways
 - Fully ADA compliant
 - Ceramic disc cartridges
 - Limited Lifetime Warranty

Finishes:
 Chrome Brushed Nickel

Logan Square Toilet (Model No. 20-018 shown)
 - Equipped with XP3 flushing technology, our most powerful gravity-fed design found in our proven Avalanche™ toilet
 - Enlarged 3" flush valve, 2" fully glazed trapway and dual-fed siphon jet
 - Elegant side tank lever
 - Two-piece models are available with elongated and 17" ErgoHeight™ bowls
 - Uses Fluidmaster™ fill valve with minimum 9 1/4" x 11" water surface
 - Also available with 10" rough-in (white only) or with lined tank including a 12" rough-in (white only)
 - Toilet seat not included

Logan Square Pedestal Lavatory (Model No. 22-089 shown)
 - Square pedestal leg with elegant design
 - Generous wash basin with large deck space
 - Standard size lavatory - 28" x 21"
 - Petite size lavatory - 24" x 20"
 - Also available as an undermount lavatory or self-rimming lavatory with concealed front overflow
 - Available in 4" and 8" faucet configurations.

AUDIENCE BREAKDOWN

K&A will leverage Gerber's existing brass and vitreous china lines through a well-planned marketing effort that impacts each of the company's critical target audiences with the ultimate goal of motivating them to expand their use of Gerber products and, at the same time, converting them to loyal brand advocates.

K&A will utilize strategic marketing initiatives to assist Gerber in actively addressing the needs of each target audience.

BUILDERS, CONTRACTORS AND PURCHASING AGENTS (COMMERCIAL AND HOSPITALITY)

- Gerber is in a unique position to gain builder market share and to sustain and grow usability throughout all product lines.
- Marketing efforts directed toward this group will demonstrate how Gerber products answer their needs and will stimulate the group with incentives and effective sales tools.
- Increasing the group's knowledge of the breadth and depth of Gerber products through updated product and sales tools to promote cost savings, quality, all in one packages/suites, availability and ease of installation.
- Create rebate and discount programs as well as loyalty programs (if permissible to the individual builder), placing the builder, et al, in an advantageous position to use Gerber products.

MARKETING INITIATIVES

- Green & WaterSense Program
- Co-Op Program Enhancements
- Gerber Rewards Program Launch
- Factory Direct Program - WOW Launch
- Brass ONLY Product Marketing
- 2008 New Product Marketing
- Trade Show Booth Materials
- Future Considerations for Web Communications

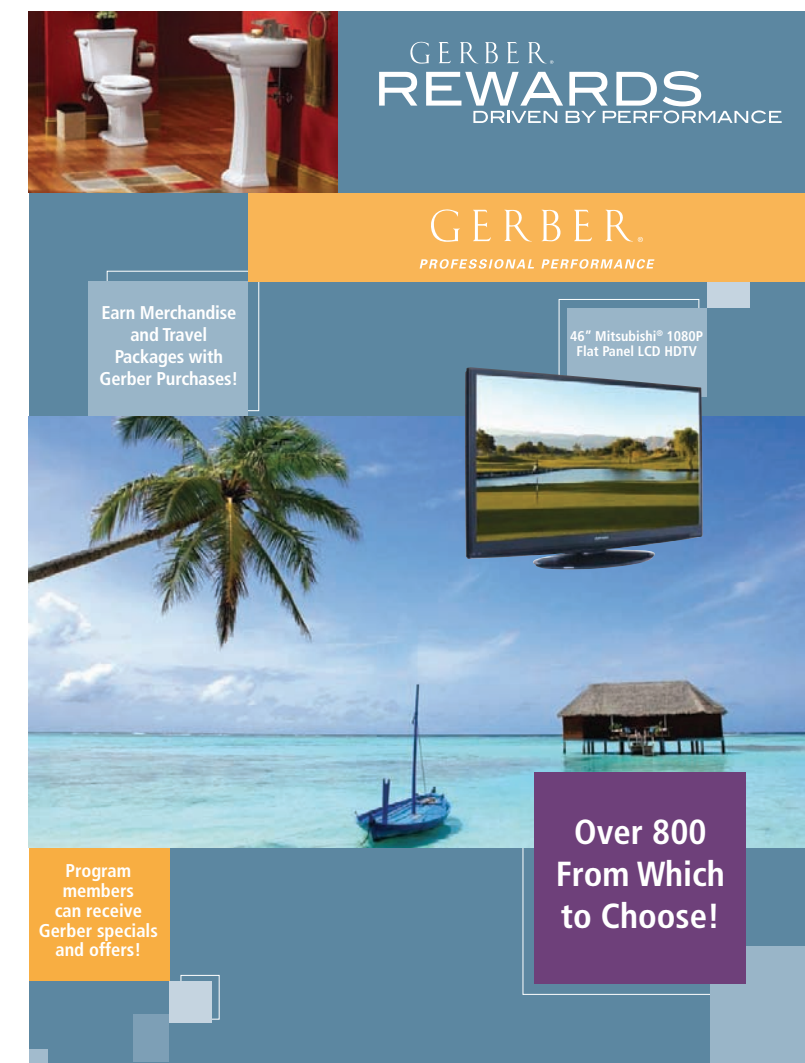
GERBER REWARDS PROGRAM LAUNCH

Gerber Rewards is a loyalty rewards program that allocates a designated amount of points toward each Gerber vitreous china and brass purchase.

Detailed packages have been mailed to selected sales representatives to introduce and entice eligible contractors/plumbers in their respective territories.

These packages include:

- Gerber Rewards Logo, Program Name and Tagline
- Cover Letter
- Program Brochure/Pocket Folder detailing communication points of program to compel and entice R&R plumbers
- Program Guidelines
- Product Point Values Sheets
- Participant Registration Form
- Point Redemption Form
- Gerber Rewards Logo Sticker added onto catalog cover for branding consistency
- Vacation Packages Flyer
- Sample Performance Statement
- Envelope Label Sticker to give attention to materials inside program envelope



ADVERTISING STRATEGY

Media buy strategy to promote Gerber through relevant publications within three key audiences of designated demographic areas.

Buy will consist of banner ads and print media:

Builder/Contractor

Builder and Developer

Professional Builder

Builder News

Building Products Digest

GreenBuilder

Eco Home (formerly Green Products and Technology)

Home Builder Executive

BUILDER

BIG BUILDER

Hospitality

Hotels

Hotel Design

Hospitality Design

Commercial Building Products

Wholesaler/Dealer/Distributor

The Wholesaler

Supply House Times

Reeves Journal

Bath and Kitchen Pro

Contractor

K+BB

KBDN

R&R Plumber

PHC News

Plumbing and Mechanical

PM Engineer

Canadian Consulting Engineer

Remodeling Magazine

K/BIS 2008 AD PROPOSAL

Trade Advertising

Objectives: Increase sales by generating awareness of Gerber among builders, distributors and purchasing agents during and surrounding the K/BIS Show by staying within a budget of \$50,000.

Strategy: Maintain top of mind awareness and preference of Gerber among builders, distributors, purchasing agents and key decision makers in publications during and surrounding the K/BIS Show.

Media Opportunities: Reeves Journal

Targeted Distribution: Reeves Journal targets contractors & plumbing industry professionals active in new construction & repair/replacement for residential, commercial, institutional & industrial markets. RJ addresses the regional opportunities and challenges facing p-h-c contractors, wholesalers and engineers in the 14 western United States.

Audience: 13,529

(83% are PHC contractors; 10% are PHC Wholesalers)

Submitted Placements:

March - Full Page 4/c "More" Ad plus Bonus Q&A page featuring Logan Square

Issue highlights include: Women in Plumbing (features Ila Lewis) and Water Conservation

Gross Cost: \$3,300.00

Bath and Kitchen Pro

Targeted Distribution: Bath & Kitchen Pro magazine is has an audience of 55,000+ decision-makers in the bath-and-kitchen market. Bath & Kitchen Pro is published three times in 2008 and provides content on installation and purchasing as well as design. B&P Pro addresses issues important only to installers, designers, distributors and showroom operators in the bath-and-kitchen field, particularly the high end.

Audience: 55,000

(36% are B&K Remodeling Contractors)

Gross Cost: \$6,900.00

Submitted Placements:

April - Full Page 4/c "More" Ad, Back Cover

Issue highlights include: Universal Design Trends with a bonus distribution at K/BIS

September – Full Page 4/c "More" Ad

Issue highlights include: Customized Baths & Kitchens with bonus

Distribution at ISH North America and the Remodeling Show

Gross Cost: No Charge

PUBLIC RELATIONS

2008 PUBLIC RELATIONS PROGRAM

K&A has developed and is currently executing a strategic and aggressive national public relations program to communicate latest company news, all new products (vitreous china and brass offerings), product benefits, industry trends, plumber testimonials, water conservation, industry partnerships, etc. to further build the awareness for the Gerber brand name.

The emphasis of the 2008 PR Program will be to position Gerber as the preferred manufacturer in the plumbing industry.

To that end, K&A will hone in on effective communication to the plumbing professional by routinely querying plumbers who have recently installed a Gerber product.

Once information is gathered, K&A will craft a story to pitch to the media. K&A will work closely with sales reps. in the field to learn of such cases.

| Editorial Calendars: | Jan | Feb | Mar | Apr | May | June |
|----------------------------|-----------------|-----------------------------------|--|---------------------|-----|----------------------|
| Simply House Times | | | K/BIS Issue | | | |
| KBDN | | Bathroom Hardware and Accessories | Kitchen Sinks, Faucets & water accessories | Kitchen Accessories | | |
| PHC News | | | Kitchen & Bath Remodel; K/BIS Preview | | | |
| Wholesaler | | | | K/BIS preview | | K/BIS Product Review |
| Residential Design & Build | Kitchen Faucets | Kitchen Cabinets (hardware) | Toilets | | | Sinks |

PUBLIC RELATIONS OBJECTIVES

- Strengthen and build Gerber's local, regional and national brand presence by promoting all of the company's products, plumber testimonials, water conservation initiatives, new hires, product awards, etc. to the media.
- Heavily promote Gerber's Green initiatives including water conservation, partnerships with EPA's WaterSense, the USGBC, PMI, etc.
- Key in all markets about water conservation, not just ones mandating lower flush.
- Launch new products with targeted media campaigns to include trade, building, business press, etc.
- Develop a strategic media outreach program when exhibiting at industry trade shows, including the International Builders' Show (IBS) – Feb. 13 -16, 2008 (complete), Kitchen and Bath Industry Show (K/BIS) – Chicago April 11 -13th, 2008 and Hospitality Design Show.
- Increase PR momentum for Gerber's Builder faucet family including Allerton, Brianne, Abigail, Wicker Park, and Logan Square.
- Leverage all company programs with PR tailored press releases (i.e., WOW, etc.)
- Communicate regularly with Gerber's Sales Reps. disseminating latest press clips to them and also querying them to get a pulse on the market.
- Promote the Gerber brass waste and overflow – which has been acknowledged by contractors as the best
- Increase traffic to Gerber's Web site as an indicator that showrooms, contractors, and media are being educated about the company and its products
- Increase sales leads and inquires on Gerber's products through PR initiatives
- Ignite press interest regarding Gerber's bath drains – develop a message that resonates with the media.