

VIQUA ‘gets genuine’ by speaking relevantly to their customers... improves sales & efficiency.

Industry
Water Treatment

Program
B2C – Retention, Loyalty

Client
VIQUA

Variable Design, Engineering,
Programming & Print Provider
Terminal Van Gogh

BACKGROUND

VIQUA, a Trojan Technologies Company, designs, manufacturers and sells UV water treatment equipment. It has over 500,000 residential systems installed. The light bulb is an important component in these systems and it needs replacing regularly.

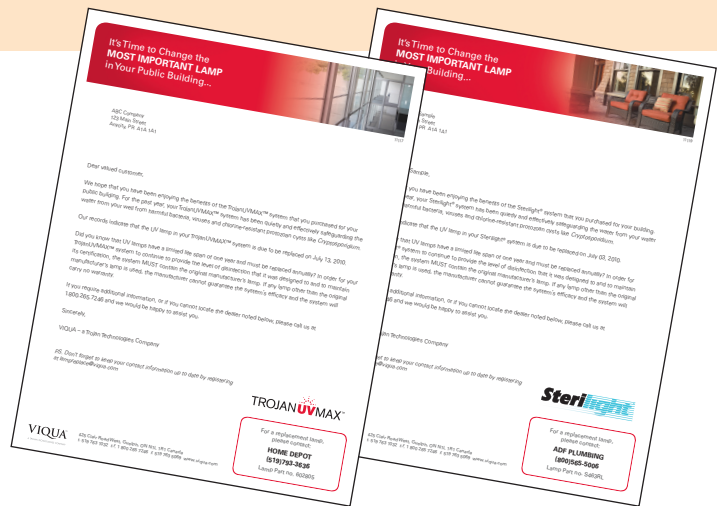
VIQUA conducted follow-up campaigns for lamp replacement for many years. These campaigns consisted of a static, generic, “one size fits all” letter.

TVG was able to leverage existing data from its warranty registration to create a campaign that linked product features and benefits to customers based on data. This created a stronger link between the customer and the product, and conversion increased.

The variable solution that TVG developed resulted in a 14% increase in sales while further developing the relationship with their customers.

OBJECTIVE

- Improve the effectiveness of the anniversary letter by identifying the specific water treatment system and customer segment to communicate more relevantly to the customer
- Reduce the internal VIQUA resource requirements to manage the annual reminder program on a monthly basis
- Continue to improve the “Get Genuine” program performance
- Reinforce the “Get Genuine” brand



SOLUTION

- Redesign the annual reminder letter by developing variable messaging based on the data collected to enrich the communication
- Highlight the Trojan UVMAX or Sterilight brand in the end consumer's mind
- Provide relevance in the message for the consumer by addressing specifics about the water source, type of building and health concerns to resonate with the consumer and further reinforce the ‘Get Genuine’ message

Variable drivers

- A** Country
- B** Water Source
- C** Manufacturer
- D** Lamp Number
- E** Individual, Company or Institution
- F** Rural or Urban Location
- G** Replacement Date
- H** Dealer Contact Number
- I** Model Number
- J** Customers' reason for purchase
- K** Building Type

It's Time to Change the MOST IMPORTANT LAMP in Your Home...

Frank Sample
123 Main Street
Anycity, PR A1A 1A1

Dear Frank Sample,

We hope that you have been enjoying the benefits of the TrojanUVMAX™ system that you purchased for your home. For the past year, your TrojanUVMAX™ system has been quietly and effectively safeguarding the water from your well from harmful bacteria, viruses and chlorine-resistant protozoan cysts like Cryptosporidium.

Our records indicate that the UV lamp in your TrojanUVMAX™ system is due to be replaced on August 18, 2010.

Did you know that UV lamps have a limited life span of one year and must be replaced annually? In order for your TrojanUVMAX™ system to continue to provide the level of disinfection that it was designed to and to maintain its certification, the system MUST contain the original manufacturer's lamp. If any lamp other than the original manufacturer's lamp is used, the manufacturer cannot guarantee the system's efficacy and the system will carry no warranty.

It has recently come to our attention that the TrojanUVMax™ system, model C4, activates an audible alarm after 12-months that cannot be deactivated. The alarm is simply a programming error and does not reflect the disinfection quality of your system. When you contact your Dealer, please make arrangements with him for your replacement power supply which will be provided with a full 3-year warranty.

If you require additional information, or if you cannot locate the dealer noted below, please call us at 1.800.265.7246 and we would be happy to assist you.

Sincerely,
VIQUA – a Trojan Technologies Company

VIQUA 425 Clair Road/West, Guelph, ON N1L 1R1 Canada
t. 519 763 1032 f.f. 1 800 265 7246 f. 519 763 5069 www.viqua.com

For a replacement lamp, please contact:
VIQUA
1-800-265-7246
Lamp Part no. 602805

TROJANUVMAX

P.S. Don't forget to keep your contact information up to date by registering at lampreplace@viqua.com

It's Time to Change the MOST IMPORTANT LAMP in Your Cottage...

Alexander Sample
123 Main Street
Anycity, PR A1A 1A1

Dear Alexander Sample,

We hope that you have been enjoying the benefits of the TrojanUVMAX™ or Sterilight® system that you purchased for your cottage. For the past year, your system has been quietly and effectively safeguarding the water from your well from harmful bacteria, viruses and chlorine-resistant protozoan cysts like Cryptosporidium.

Our records indicate that the UV lamp in your TrojanUVMAX™ or Sterilight® system is due to be replaced on July 29, 2010.

Did you know that UV lamps have a limited life span of one year and must be replaced annually? In order for your TrojanUVMAX™ or Sterilight® system to continue to provide the level of disinfection that it was designed to and to maintain its certification, the system MUST contain the original manufacturer's lamp. If any lamp other than the original manufacturer's lamp is used, the manufacturer cannot guarantee the system's efficacy and the system will carry no warranty.

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VIQUA 425 Clair Road/West, Guelph, ON N1L 1R1 Canada
t. 519 763 1032 f.f. 1 800 265 7246 f. 519 763 5069 www.viqua.com

For a replacement lamp, please contact:
GARY MONKS AQUA SOLUTIONS
(705)746-7045**

TROJANUVMAX

Sterilight

P.S. Don't forget to keep your contact information up to date by registering at lampreplace@viqua.com

RESULTS

- **14%** increase in replacement bulb sales over previous year results
- Improved loyalty communication program efficiency
- Increased consumer awareness of importance of genuine replacement parts

“ This program enables us to reinforce our message in a meaningful way. With a more personalized, variable communication, we can demonstrate to our customers that it isn't just about making a sale; it's about ensuring the continued safety of their water supply. We couldn't achieve the same results with a generic letter. ”

Sheila Berg, Marketing Communications Manager, VIQUA, a Trojan Technologies Company

COMPANY PROFILE

VIQUA is a leading water treatment technology company focused on providing customers with confidence in their water. In over 100 countries, VIQUA's UV systems are disinfecting water in homes and light commercial applications including: apartment complexes, manufacturing facilities, campgrounds, resorts, hotels and hospitals. Every minute, VIQUA systems treat over five million gallons of

water. VIQUA has more than 90 dedicated employees reporting to the Guelph, Ontario, Canada headquarters which is situated 40 miles west of Toronto. A modern facility houses all manufacturing, distribution, sales and marketing operations for VIQUA.

For more information please visit www.viqua.com