

ProPEX copper press adapters product launch communication plan

Date updated: Nov. 12, 2019

Strategic alignment:

- Establish segment-focused business model

Objectives: Educate and engage employees, reps, distributors, contractors about our new product offering: ProPEX® copper press adapters up to 3".

- Industry's first offering that connects ASTM F1960 PEX systems to copper press
 - Requires no hot work
 - Fast and easy to learn
 - Can't be dry fit
 - Only PEX to copper press offering in 2 ½" and 3" sizes

Audiences	Tactic/channel	Key messages	Timing	Owner	Notes	Status
U.S. Sales and Marketing teams Cc: Canadian Sales and Marketing teams as FYI	Email Salesforce Chatter Uponoria intranet In the Loop digital newsletter Talking points	Industry's first offering that connects ASTM F1960 PEX systems to copper press <ul style="list-style-type: none"> • Requires no hot work • Fast and easy to learn • Can't be dry fit • Only PEX to copper press offering in 2 ½" and 3" sizes 	11/26/18	Content and execution Corp communications manager Approval team Channel marketing manager; product manager; vice president of product marketing business development; vice president of marketing	Providing information two weeks prior to public launch to allow for questions and accommodate holiday schedules. Will include internal links to documentations posted on intranet and Salesforce Chatter	
U.S. Manufacturing Reps Cc: Canadian Manufacturing Rep as FYI	Email Salesforce Chatter Talking points	Industry's first offering that connects ASTM F1960 PEX systems to copper press <ul style="list-style-type: none"> • Requires no hot work • Fast and easy to learn • Can't be dry fit 	11/27/18	Content and execution Corp communications manager	Providing information two weeks prior to public launch to allow for questions	

ProPEX copper press adapters product launch communication plan

Audiences	Tactic/channel	Key messages	Timing	Owner	Notes	Status
		<ul style="list-style-type: none"> • Only PEX to copper press offering in 2 ½" and 3" sizes 		Approval team Channel marketing manager; product manager; vice president of product marketing business development; vice president of marketing	and accommodate holiday schedules Cc: Marketing and Sales teams	
UNA employees	Intranet article update with link to press release on website Digital and traditional bulletin boards messaging / slide / poster	Industry's first offering that connects ASTM F1960 PEX systems to copper press <ul style="list-style-type: none"> • Requires no hot work • Fast and easy to learn • Can't be dry fit • Only PEX to copper press offering in 2 ½" and 3" sizes 	12/11/18	Corporate communications manager		
U.S. Distributors	Pardot email (to track open rates and click throughs) Follow-up Pardot email (for unopened emails) on 12/18/18	Industry's first offering that connects ASTM F1960 PEX systems to copper press <ul style="list-style-type: none"> • Requires no hot work • Fast and easy to learn • Can't be dry fit • Only PEX to copper press offering in 2 ½" and 3" sizes 	12/11/18	Content and execution Corp communications manager Approval team Channel marketing manager; product manager; vice president of product marketing business development; vice president of marketing	Cc: Marketing and Sales teams	

ProPEX copper press adapters product launch communication plan

Audiences	Tactic/channel	Key messages	Timing	Owner	Notes	Status
Trade media	News wire release	Industry's first offering that connects ASTM F1960 PEX systems to copper press <ul style="list-style-type: none"> • Requires no hot work • Fast and easy to learn • Can't be dry fit • Only PEX to copper press offering in 2 ½" and 3" sizes 	12/11/18	Media relations team and PR agency		
Social media	Posts on social (Facebook, Twitter, LinkedIn)	Industry's first offering that connects ASTM F1960 PEX systems to copper press <ul style="list-style-type: none"> • Requires no hot work • Fast and easy to learn • Can't be dry fit • Only PEX to copper press offering in 2 ½" and 3" sizes 	12/11/18 12/18/18 01/3/19	Corporate communications manager / digital marketing team		
UNA employees	Year-in-review video and intranet article President's annual year-in-review letter highlighting successes and strategic direction in new year	Industry's first offering that connects ASTM F1960 PEX systems to copper press <ul style="list-style-type: none"> • Requires no hot work • Fast and easy to learn • Can't be dry fit • Only PEX to copper press offering in 2 ½" and 3" sizes 	01/04/19	Corporate communications manager		