

## ProPEX copper press adapters product launch communication plan

**Date updated:** Nov. 12, 2018

**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
<b>U.S. Sales and Marketing teams</b> <b>Cc: Canadian Sales and Marketing teams as FYI</b>	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"> <li>• Requires no hot work</li> <li>• Fast and easy to learn</li> <li>• Can't be dry fit</li> <li>• Only PEX to copper press offering in 2 ½" and 3" sizes</li> </ul>	11/26/18	<b>Content and execution</b> Corp communications manager  <b>Approval team</b> 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	
<b>U.S. Manufacturing Reps</b> <b>Cc: Canadian Manufacturing Rep as FYI</b>	Email Salesforce Chatter Talking points	Industry's first offering that connects ASTM F1960 PEX systems to copper press <ul style="list-style-type: none"> <li>• Requires no hot work</li> <li>• Fast and easy to learn</li> <li>• Can't be dry fit</li> </ul>	11/27/18	<b>Content and execution</b> Corp communications manager	Providing information two weeks prior to public launch to allow for questions	

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		<ul style="list-style-type: none"> <li>• Only PEX to copper press offering in 2 ½" and 3" sizes</li> </ul>		<b>Approval team</b> 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	
<b>UNA employees</b>	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"> <li>• Requires no hot work</li> <li>• Fast and easy to learn</li> <li>• Can't be dry fit</li> <li>• Only PEX to copper press offering in 2 ½" and 3" sizes</li> </ul>	12/11/18	Corporate communications manager		
<b>U.S. Distributors</b>	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"> <li>• Requires no hot work</li> <li>• Fast and easy to learn</li> <li>• Can't be dry fit</li> <li>• Only PEX to copper press offering in 2 ½" and 3" sizes</li> </ul>	12/11/18	<b>Content and execution</b> Corp communications manager  <b>Approval team</b> Channel marketing manager; product manager; vice president of product marketing business development; vice president of marketing	Cc: Marketing and Sales teams	

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<b>Trade media</b>	News wire release	Industry's first offering that connects ASTM F1960 PEX systems to copper press <ul style="list-style-type: none"> <li>• Requires no hot work</li> <li>• Fast and easy to learn</li> <li>• Can't be dry fit</li> <li>• Only PEX to copper press offering in 2 ½" and 3" sizes</li> </ul>	12/11/18	Media relations team and PR agency		
<b>Social media</b>	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"> <li>• Requires no hot work</li> <li>• Fast and easy to learn</li> <li>• Can't be dry fit</li> <li>• Only PEX to copper press offering in 2 ½" and 3" sizes</li> </ul>	12/11/18 12/18/18 01/3/19	Corporate communications manager / digital marketing team		
<b>UNA employees</b>	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"> <li>• Requires no hot work</li> <li>• Fast and easy to learn</li> <li>• Can't be dry fit</li> <li>• Only PEX to copper press offering in 2 ½" and 3" sizes</li> </ul>	01/04/19	Corporate communications manager		