

LIPPI & CO.
advertising

**2010 ADVERTISING CASE STUDY:
PADDOCK POOL EQUIPMENT COMPANY**



PADDOCK
POOL EQUIPMENT COMPANY

From its start in the early 1920's building America's first backyard pools on the estates of wealthy Southern Californian, Paddock has prided itself in developing and manufacturing a line of high-performance products designed to create the nation's most distinctive aquatic facilities. Located in Rock Hill South Carolina, Paddock Pool Equipment Co. today remains on the cutting edge of technological advances in the pool industry. Paddock employed Lippi & Co. to refresh its brand, update existing collateral and support its marketing and advertising efforts.



Corporate Identity Resource

Lippi & Co. Advertising created a corporate identity resource for Paddock Pool Equipment Company with specific guidelines for communicating the Paddock brand. To maintain a consistent brand identity, usage guidelines were provided for the logotype, color palette and typefaces.



Industry Conference

Paddock Pool Equipment Company recently hosted a three-day conference in Costa Rica unveiling three revolutionary new products: the Evacuator™, the Regenerator™, and the ProStrainer™. Lippi & Co. created a theme of "It's a War Out There" with coordinating collateral, including personalized dog tags and "Battle Plan" binders. Attendees received "urgent" envelopes underneath their hotel room doors outlining their daily mission objectives. Survey information was collected in "secret" envelopes for Paddock's review.



Chloramines in Indoor Pools Linked to Asthma

It's news that will likely stay with you for a long time.

Chloramines are the byproduct of chlorine disinfection. They are formed when chlorine reacts with nitrogen-containing compounds, such as urine, sweat, and cosmetics. Chloramines are known to irritate the eyes, nose, and throat, and have been linked to asthma and other respiratory problems.

The problem is that many indoor pools do not have adequate ventilation to remove these irritants. This can lead to high concentrations of chloramines in the pool air, which can cause respiratory irritation, including the asthma-like symptoms mentioned in the article.

At Paddock's, we understand the importance of indoor air quality. Our Evacuator™ system is designed to remove chloramines from the pool air, helping to create a healthier environment for swimmers. For more information, visit www.paddockinfo.com.

Advertising & Public Relations

Lippi & Co. created editorial style advertisements explaining the health benefits of Paddock's new products. These ads were placed in strategic trade publications for maximum exposure. All ads are coded, driving viewers to an online microsite (see back) where we measure response and collect additional data from readers, such as email addresses.

Lippi & Co. also manages Paddock's public relations, maintaining a constant flow of communication to media and assisting in Paddock's positive market exposure.

Pre-Tradeshow Mailer and Email Blast

In order to increase traffic at Paddock's trade show booth at the 2010 NIRSA Conference, Lippi & Co. produced a mailer sent to all attendees. The mailer touted the benefits of Paddock's new products and invited attendees to visit Paddock's booth to see a demonstration of the Evacuator™. Recipients were also encouraged to visit Paddock's microsite to download exclusive white papers on the Evacuator™ and Regenerator™.

An email blast was also sent to NIRSA attendees as a reminder to visit Paddock's booth.

See the Latest in Pool Product Innovations for Indoor Air Quality and Water Clarity by Visiting Paddock Pool Equipment Company Booth #235 and #237 at the 2010 NIRSA Conference

Paddock Pool Equipment Company is proud to introduce 3 NEW products for the 2010 NIRSA Tradeshow

The Paddock Evacuator™ (patent pending) is a one-of-a-kind system, which removes high concentrations of airborne chloramines, which have been linked to asthma in swimmers. With the installation of the Evacuator, air quality is greatly improved throughout your indoor pool facility. The Evacuator's simple, turn-key design simplifies daily operations, reducing your operating and maintenance costs, and minimizes downtime to avoid building complaints.

The Paddock Regenerator™ provides the most advanced technology for optimal chlorine control. It is designed to continuously regenerate chlorine from sodium hypochlorite, reducing chlorine costs and minimizing downtime.

The Paddock Pro-Flow™ is the first high-capacity pump system, which provides the most advanced technology for optimal circulation and water clarity.

Visit us at Booth #235 and #237 at the 2010 NIRSA Conference to learn more about these products and see a demonstration.

For more information, visit www.paddockinfo.com and enter code: NIRSA

Paddock Pool Equipment Company
1600 S. Columbia St., Suite 100
Aurora, CO 80012

To download exclusive white papers on both the Paddock Evacuator™ and the Paddock Regenerator™, please visit www.paddockinfo.com and enter code: NIRSA

Paddock Pool Equipment Company | Commitment. Innovation. Service.

To See the Evacuator™ - Paddock's Chloramine Removal System - in person, visit Booth #235 and #237 at the 2010 NIRSA Conference.

Visit us at Booth #235 and #237 at the 2010 NIRSA Conference to learn more about these products and see a demonstration.

For more information, visit www.paddockinfo.com and enter code: NIRSA

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See the Latest in Pool Product Innovations!

Be sure to stop by Booth #235 and #237 at the 2010 NIRSA Conference to learn more about these products and see a demonstration.

The Paddock Evacuator™ is a one-of-a-kind system, which removes high concentrations of airborne chloramines, which have been linked to asthma in swimmers. With the installation of the Evacuator, air quality is greatly improved throughout your indoor pool facility. The Evacuator's simple, turn-key design simplifies daily operations, reducing your operating and maintenance costs, and minimizes downtime to avoid building complaints.

The Paddock Regenerator™ provides the most advanced technology for optimal chlorine control. It is designed to continuously regenerate chlorine from sodium hypochlorite, reducing chlorine costs and minimizing downtime.

The Paddock Pro-Flow™ is the first high-capacity pump system, which provides the most advanced technology for optimal circulation and water clarity.

To download exclusive white papers on both the Paddock Evacuator™ and the Paddock Regenerator™, please visit www.paddockinfo.com and enter code: NIRSA

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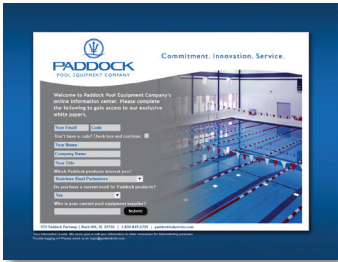
Lippi & Co.'s true product is a measurable ROI - continue to back for explanation.

Paddock Microsite

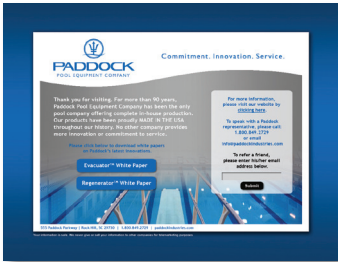
The Paddock microsite serves as the central portal of all marketing communications. It functions as a media audit, measuring response from various media. We offered a downloadable white paper as an incentive to drive people to the microsite. There we collected additional information from visitors to be used in future marketing initiatives.



White Paper (Downloadable)



Login Page



Landing Page

Login Page:

Visitor must enter code (provided on ad, mailer, etc), email address and any other pertinent information to take advantage of exclusive white papers on the Evacuator™ and the Regenerator™.

Landing Page:

This page disperses additional information about Paddock and allows viewers to download the white papers on the Evacuator™ and the Regenerator™. The landing page may be updated regularly with news, etc. and is hotlinked to Paddock's main website.

Data Matrix:

This is a secure page that is password protected. It shows who logged in, when, how often, email address, which products the visitor is interested in and if the visitor has an immediate need for the Evacuator™.

Website	Database	Response	Response Date	Email
* Download City of responses				
Date	Name	Response		Email
2/22/09	John Bellini	ORBITAL RADIOLGY		johnbellini@orbital.com
2/26	Erinje Lynn	CONTINENTAL TIRE NORTH AMERICA		erlinje@continental.com
2/26/09	Carolin Peacock	SPECTRUM PROPERTIES		carolin@paddock.com
2/26	Rebecca Caldwell	THE REIN EVENT		rebecca@paddock.com
2/26	Nancy Beal	SECURITY MEDICAL/GOOD ORLE		nbeal@secmed.com
2/26	Shelley Baker	THE CHARLOTTE HEALTHCARE SYSTEM		shelley@paddock.com
2/26/09	Vicki Anderson	UGL TOOLS		vanderson@ugl.com
2/23/09	Alan Marquis	AMERICAN AUDIO VIDEO		amarquis@amv.com
2/26	Kathie Roman	CALIFORNIA PIZZA KITCHEN		kroman@cpk.com
2/26	David Montgomery	THE WESTIN CHARLOTTE		dmontgomery@westin.com
1 2 3 - Last				
* View all 26 and 26pt				

Data Matrix

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