

# Rain Bird Drip Irrigation Video Series

Case Study



## Opportunity

Drip irrigation involves a system of tubing and small parts that can be confusing to most retail shoppers at a home improvement store. The extent of technical jargon can make any Drip project daunting. Differences in terminology between brands also adds to the confusion.

## Strategy

Create a series of short how-to videos that remove much of the mystery about how to select and install drip irrigation solutions around the yard. The videos appear on the Rain Bird website and YouTube channel plus on several retailer/reseller websites. Together with more consumer friendly in-store communications, Rain Bird utilizes the videos to prepare shoppers for a better experience overall and pre-condition them to prefer Rain Bird as the brand they can trust and understand.

Three Rain Bird "Irrigation Basics" videos were developed to feature different aspects of using drip irrigation, coinciding with where homeowners may be in the buying cycle.

Cont.

## Client Brief

As part of Rain Bird's ongoing initiatives in developing irrigation products that conserve water, the company has a strong focus on educating homeowners about proper choice of irrigation methods. One of the fastest growing methods is Drip Irrigation, which has been more widely applied in the south and southwest. Rain Bird is leading the way in expanding the application of those smart watering techniques with innovative consumer products and education efforts.

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## Strategy Cont.

### Video 1: How To Water Landscaped Areas

Targets recent movers and anyone new to drip irrigation. This video provides a brief 60-second overview showing basic uses and example installations.

### Video 2: How to Install A Spot Watering System

Provides more product-specific information for end users that are considering purchase. It includes views of different ways to tap into a home's water system, run tubing to the planting beds and install watering devices.

### Video 3: Selecting Spot Watering Devices

Tackling one of the most confusing aspects of Drip irrigation, this video establishes simple selection criteria related to drip emitters. The video targets more experienced repair/replacement buyers as well as new system installers. A selection system based on easy-to-understand concepts of plant size and spacing helps direct shoppers to proper starting choices.

## Results

More than 55000 aggregate views in their first year on Rain Bird's YouTube channel plus continuing exposure on retailer sites. The videos have also been instrumental in meeting retailer requests for product knowledge training of store associates as well as for general strengthening of product content to enhance online sales.

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