CONTACT: MARY BETH DUEHR DUEHR & ASSOCIATES 1902 Wright Pl, Ste 200
Carlsbad, CA 92008 Tel (760) 918-5622 Fax (760) 918-5505 marybeth@duehrandassociates.com

PRESS RELEASE

California Faucets Pixar-Style Tub Filler Fever Video Makes Remarkable Leap from Web Video to TV Spot

Kitchen and bath showrooms adapt widely popular animated video—featuring amusing performances by dancing tub fillers—into effective local market TV commercials

Select dealers running video co-branded with California Faucets

(Huntington Beach, CA, October 27, 2015) Dancing tub fillers from California Faucets' promotional Web video ***Tub Filler Fever*** are now cutting a rug in America's living room. The unusual migration from Internet video to TV spot is happening in markets around the country, where kitchen and bath dealers are broadcasting the creative, Pixar-style animation as **commercials** on local TV. The uniquely creative video has enabled a growing number of dealers to increase traffic to their showrooms by making tub fillers—a product typically viewed as just another commodity—into amusing entertainers.

Noah Taft, California Faucets Senior Vice President of Marketing and Sales and creator of *Tub Filler Fever,* recognized the need to **introduce** the company's new tub filler collection in a way the product category had never before seen. "The challenge was how to cut through the clutter of the same old advertising that is typically seen when it comes to plumbing products," notes Taft, explaining, "By making a formerly mundane product literally come to life and dance, we felt we could make our tub fillers bring a smile to peoples' faces."

To this end, the tub filler collection's marketing strategy was to go a step beyond traditional product launch tactics in hopes of attracting the kind of attention rarely given to the category. The two-and-a-half minute Pixar-style video accomplished just

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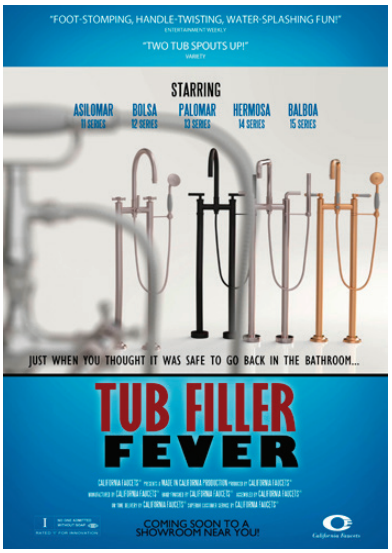

***Tub Filler Fever* movie poster**

that through computer-generated animation (click **here** for sample of test rig), which takes the tub fillers from inanimate objects to one-of-a-kind, amusing characters that express their personalities through dance. "The key element of *Tub Filler Fever* is entertainment," states Taft, who tapped into his skills as a former Hollywood comedy writer to create the video and accompanying movie poster.

"We couldn't have been more pleased with the result. Not only did *Tub Filler Fever* catch on, but it became a viral sensation within the industry," says President and CEO of California Faucets Jeff Silverstein, noting that just three weeks after its launch the creative video production's combined views on YouTube and the company's webpage surpassed the 10K mark. "We would have considered the new product launch campaign successful if the video had gotten half as many views."

"But the most astounding result is *Tub Filler Fever's* unusual backwards migration from online video to television. Clearly we've tapped into an entertainment value that's resonating with audiences," assesses Silverstein, who attributes the success of the unique video to Taft's Hollywood screenwriter background.

Select dealer showrooms running 30-second TV commercial segments, co-branding their logo along with that of California Faucets, include markets in Southern California, Arizona, and Connecticut, with the list expected to expand into other markets, including Oregon and Texas. Dealers taking advantage of the extraordinary opportunity to broadcast *Tub Filler Fever* is an excellent example of the trust and commitment they have with the California Faucets brand. In addition to local TV commercials, many dealers are playing a continuous loop of the original two-and-a-half minute *Tub Filler Fever* video on showroom monitors for their customers.

"It's been gratifying to see the positive feedback pour in from our showroom partners," says Taft. "The general consensus is, 'you had us at first step.' I don't think they'll ever look at the tub fillers in their showrooms quite the same way, at the very least, not without a smile. And why shouldn't you pass on something that makes you smile?"

Each tub filler performance was choreographed using test rig software, which synced animation to human dancing

About California Faucets

At **California Faucets** we believe in artisan hands, not mass production. Since 1988 our factory in Huntington Beach, California has manufactured bath products that can be easily customized or purchased exactly as shown in our catalog. We proudly provide the latest in bath and shower technology with innovations, such as **StyleDrain®**, **StyleTherm®**, and **ZeroDrain®**. These groundbreaking innovations turn utilitarian products into beautiful design statements, and are the heart of our ever-evolving line of faucets, shower fittings, luxury drains, and accessories. With the expertise we've perfected in the bath, we've applied the same concepts of handcrafted quality and customization to our first-ever line of kitchen faucets. The Kitchen Collection combines Italian design with California craftsmanship and offers a full range of matching accessories for a thoroughly coordinated look. For more information about California Faucets call 800-822-8855 or visit **www.californiafaucets.com**.

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