

Case Study: HydroPoint Data Systems

Rockpoint Public Relations began working with HydroPoint Systems in October 2003. At the time, the company was just announcing its new WeatherTRAK irrigation system, entering a market dominated by much larger competitors such as RainBird. HydroPoint had done no press outreach and had few sales materials. The company wanted to launch its product to the press at the Irrigation Association's national conference, and initially hired Rockpoint on a project basis to schedule some meetings with the press at the event.

Rockpoint developed HydroPoint's press release, company backgrounder, and other collateral. At the industry event, Rockpoint introduced HydroPoint with 14 press meetings.

The initial launch effort produced eight feature articles in key publications serving the landscape industry, and in particular began a close relationship between the industry's most influential journalist and HydroPoint's CEO that has produced several more articles since then. HydroPoint was so happy with the results that it signed Rockpoint to an ongoing contract.

In the first ten months of the program, ongoing press outreach led to some 60 articles in more than 20 industry publications, even though HydroPoint has not announced any new products since its launch. After 18 months, Rockpoint has garnered more than 100 articles for HydroPoint, 15 contributed articles, and placement of an ongoing column in a key building publication written by a HydroPoint executive. Additionally, HydroPoint is now sought after for keynote speaking engagements. Over the past year, HydroPoint executives have spoken at more than 30 conferences worldwide.

In 2005, Rockpoint began working with a wider scope of journalists, including builder, green industry, home & garden and business news and placed more than 75 articles in publications such as Builder Architect, Landscape Architecture, Environmental Design + Construction, Dow Jones, San Jose Mercury News, Seattle Times, and dozens more. Additionally, Rockpoint secured several product placements in high-profile design houses, including the Southern Living Idea House and Sunset Magazine's Green-built Idea House.

Virtually unknown in October 2003, the WeatherTRAK brand is now commonplace among landscape architects and engineers across North America, and HydroPoint's booth is crowded with curious prospects at the dozens of local shows it attends each year.

