



Aqualisa Quartz: Simply A Better Shower

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Case Overview

- Aqualisa's reputation had always been strong in the U.K. shower, a premium brand, and great service
- Aqualisa has invested 5.8 million to develop a break through product, the Quartz shower that positions itself superiorly in terms of quality, technology, design and eas of installation
- Changing the UK old-fashion plumbing system to new age technology.
- Aqualisa is now looking for a marketing strategy to generate sales momentum for Aqualisa Quartz.

Target Consumers Directly

Pros

- Build Consumer Brand
- Known to work
- Break through product

Cons

- Tough to justify high risk, high reward strategy when company results were already healthy

Targeting Do-It-Yourselfers

Pros

- Easy installation
- Superior to electronic shower that currently dominate the market
- Avoid expensive Advertising

Cons

- Deteriorates Brand Image

Targeting Developers

Pros

- High volume channel equaling more sales
- Forces plumbers to learn the installation process
- Two year lead on competition

Cons

- Take a while before people actually get to use the product
- Dont want to spend money on premium products
- Might lose technological advantage

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