



# Rainware Case Study

“I FIND ANGIE AND THE GARNISH TEAM VERY FOCUSED AND ENERGETIC. GARNISH ARE DOING A BROAD RANGE FOR US AND DOING IT WELL”

- SHARON GOWLETT



## GARNISH MARKETING ENSURE OUTDOOR SHOWER COMPANY ARE NOT LEFT IN THE RAIN

When Rainware contacted Garnish Marketing earlier this year they didn't realise the marketing possibilities that awaited!

Based on Queensland's Sunshine Coast, Rainware are a distribution business that offer an extensive outdoor shower range. Rainware have Australia's largest range of shower designs and water flow options and are renowned in the business for their high quality products. Rainware supplies showers that reflect the beauty of an outdoor space, compliment a pool area and add style and function to gardens, whilst minimising the mess and reducing water consumption. Excellent selling points, the issue was, Rainware needed to get these messages out to their target market.

Garnish Marketing worked very closely with Rainware to establish their unique selling point, they looked at competitors, completed target market research, and also worked on planning and proposals for a marketing strategy that was going to work for them.

Messaging was key for Rainware, the products are high quality and add an element of luxury to any home, however this was not coming across in their branding. Garnish Marketing Director Angie Hammond, is an ideas woman and has been for many years, she has the ability to position a brand exactly where it needs to be and this is precisely what she did for Rainware.

A new tagline, "Resort style living", was composed to help to really reflect that luxury feel you get from Rainware products. Rainware had long been simply selling "products" and what Garnish wanted to create was a Rainware "lifestyle". From the tagline the Rainware

lifestyle was launched, encompassing changes in imagery, website copy, messaging, advertising, sales collateral all leading people to the fact that if you "Love resort style living - Choose a Rainware Shower..." It's a feeling, a status, a way of life.

Once the branding and messaging was up and running Garnish continued to work with the Rainware team to increase sales at every turn. Rainware engaged the Garnish Marketing Lead Generation resource to work alongside them to help increase leads and conversions. This service involves a comprehensive plan of database building, communication, direct mail and follow up and promises to yield some great results.

Rainware also continue to use Garnish Marketing for all of their collateral design, this works really well to keep branding and messaging consistent for the company and it is working!

Sharon, General Manager at Rainware, describes the Garnish Marketing approach as, "well-rounded and holistic". She goes on to say, "I find Angie and the Garnish team very focused and energetic. Garnish are doing a broad range for us and doing it well". Rainware were happy to state that they would recommend the Garnish Marketing service to others and have in fact already referred contacts for marketing work. "I appreciate the speed with which things are done and the consistent focus and energy", Sharon concluded.

**SHARON GOWLETT**  
General Manager at Rainware

*Resort Style Living...*