

Litokol Case Study

ZHERORisk® Tile Installation Products



Situation

Based in the tile-producing region of Italy, Litokol is committed to bringing to market innovative, eco-friendly tile and tile installation products that are safer and healthier for installers, consumers and the environment. Litokol sought out K&A's services to introduce a new technology and associated line of products – ZHERORisk® – to the trade and influencer audiences.

ZHERORisk® products were developed by Litokol in collaboration with the EU and universities in the tile-producing region of Italy with the aim of reducing the corrosive nature of installation products for tile and stone. This line of non-toxic, non-corrosive and sustainable products for tile applications offers strong performance while significantly lowering environmental and health impacts.



Litokol Case Study

ZHERORisk® Tile Installation Products



Challenge

While Litokol is a leading global manufacturer of tile installation products, the company did not yet have a strong presence in the U.S. market. K&A was tasked with simultaneously building awareness for ZHERORisk® products and for the Litokol brand and its larger solutions offering.

Litokol Case Study

ZHERORisk® Tile Installation Products



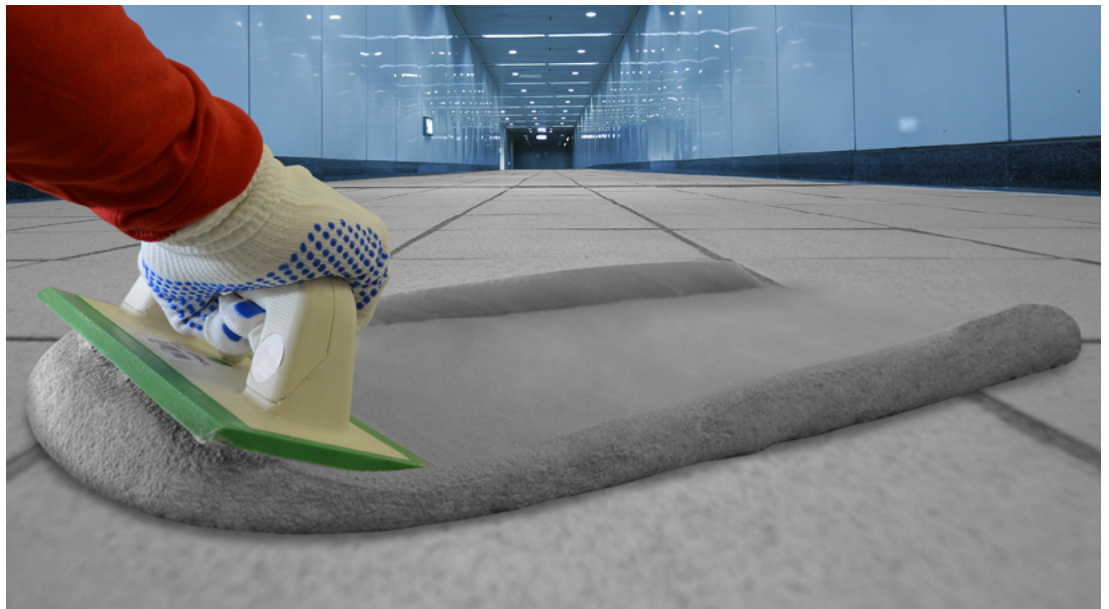
Approach

K&A executed a rigorous media outreach campaign, leveraging long-established relationships with editors from national trade publications and noted bloggers/designers. Media outreach was focused on trade professionals (architects, tile installers) and influencers in multiple vertical markets, including residential and commercial construction, hospitality and healthcare.

The media relations push culminated with an integrated launch campaign for the

ZHERORisk® product line, which made its official debut at the 2019 Coverings tradeshow. Tactics included pre- and post-show emails, press release development and distribution, social media engagement (including participation in a leading industry Twitter chat) and media activation at the booth.

To reinforce the product line's sustainable, eco-friendly mission, K&A developed a tree sapling donation and Instagram contest featuring the hashtag #leavezeroimpact, both of which achieved strong traction during the



Litokol Case Study

ZHERORisk® Tile Installation Products



Results

K&A secured 46 top-tier earned media placements, including on Forbes.com, netting more than 79.2 million impressions. The campaign introduced ZHERORisk® and its unique value proposition to key stakeholders, while also helping to boost awareness of the Litokol brand among U.S. audiences.