



Transforming Moen's Retail Experience Through Interconnected Omnichannel Strategy

Building a consistent message and seamless shopping experience to drive confidence, discovery, and conversion.

AT A GLANCE

Moen needed a unified, insight-driven retail strategy that simplified the confusing faucet-shopping experience and led consumers from inspiration to confident in-store purchase. By aligning digital media, on-site education, in-store merchandising, and product storytelling, we strengthened brand visibility, improved shopper confidence, and elevated performance across The Home Depot and other retail partners.



THE CONSUMER



Key Metrics



+86%

Growth in faucet category in-store and online combined



+37%

Sales increase over competitive brands in same category of pull-down faucets



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CHALLENGES



The plumbing fixture category is **notoriously confusing for consumers**, especially when navigating between remodel vs. replace needs. Research showed inconsistent messaging across digital, in-store, and media touchpoints, creating friction throughout the **"Inspire to Purchase" phase of the journey**. Consumers lacked clear education about faucet types, features, finishes, and installation considerations, and the retail environment failed to reinforce the story they saw online. Ultimately, Moen needed a cohesive ecosystem. **One message, one journey to improve consumer confidence and outperform competing brands.**

SOLUTIONS



To solve this, we developed **Moen's Interconnected Retail Strategy**, a fully aligned omnichannel experience spanning broadcast media, digital advertising, moen.com, THD.com, in-store POP, and educational tools.

This included consistent creative anchored in the **Reflex® innovation story**, digital ads that mirrored in-store visuals, and new interactive shopping aids like the 30-Second Faucet Finder.

We **improved each decision stage with targeted messaging** from awareness-driving broadcast and digital campaigns, to onsite product discovery enhancements, to confidence-building aisle signage and cross-merchandising.

The result was a unified journey that educated shoppers, simplified comparisons, and drove them seamlessly toward **online and in-store purchases**.



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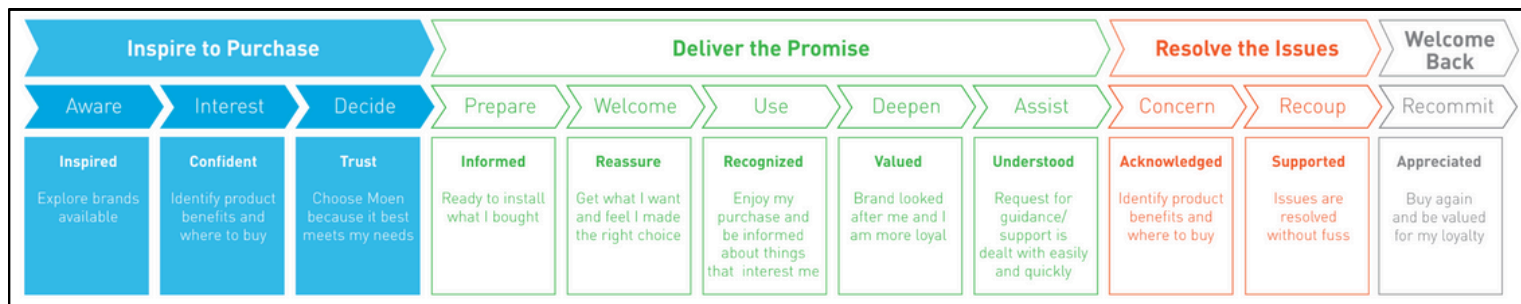
Consistent Consumer Journey



Stronger Retailer Performance



Increased Brand Visibility



BENEFITS



1

A Seamless, Consistent Consumer Journey

Consumers experienced the same messaging across TV, digital, and in-store signage. Thus, it built trust, reduced confusion, and increased confidence in choosing Moen products.

2

Stronger Retailer Performance Through Education

Enhanced educational tools like product visualization graphics and the Faucet Finder helped shoppers understand features quickly, improving decision-making and driving higher conversion.

3

Increased Brand Visibility Across Key Touchpoints

By aligning broadcast, digital, moen.com, retailer websites, and in-store displays, Moen strengthened brand presence and influence at every stage of the buyer journey, ensuring consumers encountered Moen messaging wherever they shopped.

