



Launch Helps Aquanta Produce a High-Quality Product Video

ABOUT AQUANTA

Aquanta Inc. develops innovative products and technologies that address these issues, with specific focus on the energy usage, inefficiencies and grid integration opportunities inherent in our water heating and plumbing systems. The company was founded as Sunnovations to develop and commercialize a revolutionary approach to solar water heating. The Aquanta system leverages technology that developed for their leading Ohm solar hot water monitoring system.

“Launch’s team has great creative flair, is very thorough in their approach and is a pleasure to work with.”

- Matt Carlson, CEO, Aquanta

The Project

Aquanta developed a smart-home enabled water heater controller that helps save users money by reducing water heating costs, but they needed a compelling way to promote their product.

Aquanta turned to Launch Marketing to create an engaging product video to support their go to market efforts and help generate new leads.

The Results

Over a five-week period, Launch scripted, storyboarded, developed and finalized Aquanta’s corporate video highlighting the benefits of the Aquanta water heater controller, which helps users take care of their wallets, their family and the environment.

The video received nearly 3,500 views in its first month and continues to drive sales.

“Launch Marketing is very process driven so I clearly understood where the project was at all times. I appreciated the amount of rigor that went in to creating the video - you want to feel like your service provider is on top of it. Launch’s team has great creative flair, is very thorough in their approach and is a pleasure to work with.” Matt Carlson, CEO



Launch worked with Aquanta on:



LEAD
GENERATION



INTERACTIVE +
ONLINE