



Pentair Named Silver Winner by Chief Marketer's PRO Awards for Best Seasonal-Themed Campaign

June 15, 2017

LONDON - June 15, 2017 - Pentair was recognized as the "Best Seasonal-Themed Campaign" Silver Winner by *Chief Marketer* for its 2016 "Pump Up Your Savings" campaign at the publication's Mastering Brand Activation event and PRO Awards Luncheon held in New York City, June 13, 2017.

"We're honored to have our work recognized alongside many of the world's best-known brands," said Marcus Phillips, marketing director for Pentair's Aquatic and Environmental Systems. "At Pentair, our goal is to provide innovative products to pool owners while delivering real value to our dealer network, and the 'Pump Up Your Savings' campaign did just that."

Designed to promote Pentair's new variable speed IntelliFlo pool pump, the company launched the "Pump Up Your Savings" campaign with a \$100 rebate program to generate excitement with dealers, retailers and pool owners. The campaign was promoted through numerous channels and tactics, including search ads, social retargeting, a website landing page, in-store signage (including branded beach balls), pins on employee uniforms and text messages. To encourage and excite the pool retailers about the pump, Pentair hosted a display contest where pool retailers could win prizes by decorating their stores and submitting photos. The campaign resulted in an increased rebate redemption rate by more than 150 percent over the previous year, and more than 17.5 million impressions were recorded through the website landing page, retargeting ads, display ads, paid search, and e-mail.

Pentair worked with agency partner Blue Flame Thinking on the campaign.

About the PRO Awards

For 27 years the PRO Awards have been the world's leading recognition program for excellence in brand activation and promotion marketing. From buzz campaigns and digital marketing, to influencer programs and experiential activations, and beyond, the PRO Awards serve as the 'look book' into the best campaigns of the year. Over 1,000 entries were submitted from around the globe, and the winning campaigns were named the best of the best by a panel of over 30 leading brand-side marketers. For a complete list of winners, click [here](#).

About Pentair

Pentair plc (NYSE: PNR) is a global company dedicated to building a safer, more sustainable world. Pentair delivers industry leading products, services and solutions that help people make the best use of the resources they rely on most. Its technology moves the world forward by ensuring that water is plentiful, useful and pure, and that critical equipment and those near it are protected. With 2016 revenues of \$4.9 billion, Pentair employs approximately 19,000 people worldwide. To learn more, visit pentair.com.

###

Pentair Contacts:

Rebecca Osborn
Pentair Communications
Tel: +1 (763) 656-5580
Email: rebecca.osborn@pentair.com

Leon Rawitz
Pentair Aquatic and Environmental Systems
Tel: +1 (919) 566-8390
Email: leon.rawitz@pentair.com