

California Faucets®

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PRESS RELEASE

# CALIFORNIA FAUCETS RECEIVES MARCOM PLATINUM AWARD FOR PIXAR-INSPIRED AQUA PELLA VIDEO

Innovative campaign that brings faucets to life with CGI animation recognized for outstanding achievement in marketing and communication

(Huntington Beach, CA, January 23, 2018)

**California Faucets** is the proud recipient of the **2017 MarCom Platinum Award** for **Aqua Pella**, the company's latest Pixar-inspired video campaign. One of the oldest,

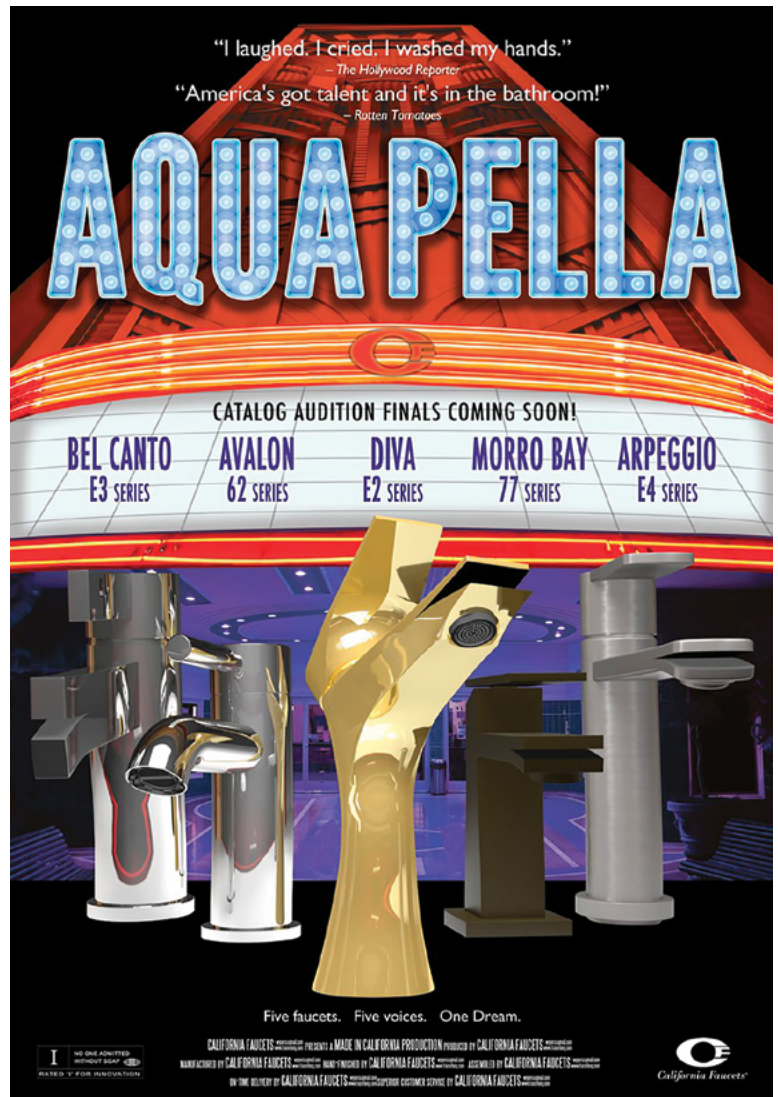


largest, and most respected creative competitions in the world, **MarCom Awards** recognizes outstanding

achievement by creative professionals involved in the concept, direction, design, and production of marketing and communication materials and programs.

*Aqua Pella*, the fun and memorable story of five faucets showing off their individual, distinctive design personalities in a singing competition, received the Platinum Award in the Video/Audio, Video/Film, Marketing

*Aqua Pella* video poster



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*California Faucets®*

Product or Service category. Recognized for its innovative approach to product promotion, the Aqua Pella video is completely unique and unexpected in the plumbing fixtures and fittings industry.

“With Aqua Pella, we set out to create an emotional connection with the viewer that would rise above the sea of noise in today’s media. We’re honored that the MarCom organization recognizes that there’s something special about turning an everyday plumbing product into quirky living characters,” says Noah Taft, California Faucets Senior Vice President of Marketing and Sales.

MarCom is sponsored and judged by the Association of Marketing and Communication Professionals (**AMCP**), a 23-year-old international organization consisting of several thousand creative professionals. Judges are industry professionals who look for individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry.

The annual MarCom Awards recognizes the most innovative and effective marketing campaigns



**Morro Bay and Arpeggio duet**



**California Faucets single-hole quintet takes the stage**

throughout the residential and commercial design and construction industries.

In addition to the Platinum level MarCom Award, the *Aqua Pella* video also received Hanley Wood’s **2017 Brand Builder Awards** celebrating the hard work and accomplishments of marketers in the residential and commercial design and construction industry.

### **About California Faucets**

At California Faucets we believe in artisan hands, not mass production. Since 1988, our factory in Huntington Beach, California has manufactured bath products available in a selection of more than 30 artisan **finishes** that can be easily customized or purchased exactly as shown in our catalog. We proudly provide the latest in bath and shower technology with innovations, such as **StyleDrain®**, **StyleTherm®**, and **ZeroDrain®**. These groundbreaking innovations turn utilitarian products into beautiful design statements, and are the heart of our ever-evolving line of faucets, shower fittings, luxury drains, and accessories. Leveraging the expertise we’ve perfected in the bath, we’ve applied the same concepts of handcrafted quality and customization to our first-ever line of kitchen faucets. Launched Fall 2015, **The Kitchen Collection** combines Italian design with California craftsmanship and offers a full range of matching accessories for a thoroughly coordinated look. For more information about California Faucets call 800-822-8855 or visit [www.californiafaucets.com](http://www.californiafaucets.com).

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