



CASE STUDY:

HTH POOL CARE DIGITAL ADVERTISING CAMPAIGN

HTH® Pool Care, a trusted American-made brand and part of Lonza's family of consumer goods, partnered with evok to strengthen awareness of its products and deepen engagement among pool owners nationwide. With a legacy of keeping pools crystal clear since 1928, HTH sought to connect with modern consumers through digital-first strategies that highlighted its heritage of reliability while inspiring confidence in its innovative care solutions.

To achieve this, evok developed an integrated campaign that united creative storytelling with performance-driven media. From concept development and digital media planning to influencer engagement and on-location video production, our team built a cohesive brand narrative centered on family moments and generational trust. Seasonal campaigns such as "Generations" and "Test to Swim™" reinforced HTH's leadership in pool care through interactive retail experiences, social media activations, and targeted digital outreach—ultimately enhancing visibility, loyalty, and market share during peak pool season.



INDUSTRY
CONSUMER GOODS



AUDIENCE
POOL OWNERS
FAMILIES
MOMS



CATEGORY/ TACTICS
DIGITAL MEDIA PLANNING & BUYING
CREATIVE CONCEPT DEVELOPMENT
VIDEO PRODUCTION
BRANDED PHOTOGRAPHY
SOCIAL MEDIA MARKETING
INFLUENCER MARKETING
RETAIL ACTIVATION SUPPORT
RESEARCH
CAMPAIGN OPTIMIZATION
& REPORTING

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Google+ Header Graphic



Expandable Banner



A part of Lonza's family of consumer goods brands, HTH® Pool Care has proven its status as a leader in keeping pools clear and blue for families across the country. Since 1928, HTH® has focused on creating quality, American-made pool care products with their full lines carried at major retailers, including Walmart and Meijer.

The evok team was brought onboard to help increase awareness of the HTH® brand, products, and services among its key audiences by reaching meaningful impressions in the target market during peak season (May through October).



HTH Pool Care Video Production

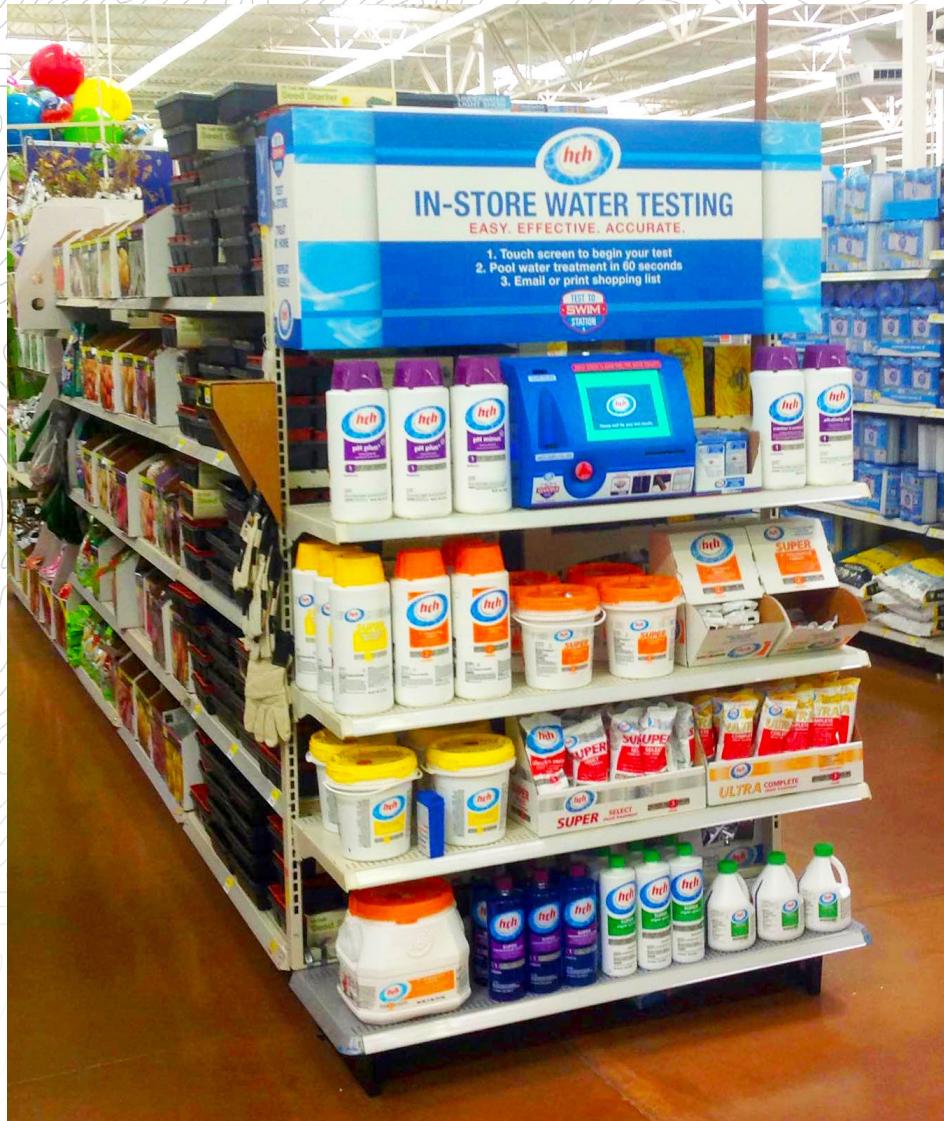
[Play Video](#)

WORK.

Evok was responsible for all research, planning, placement, posting, and reporting based on agency recommendations. We were also tasked with developing campaign concepts, crafting compelling creative, social media management, implementing a social media influencer campaign, video production, and shooting branded photography on-location.

GENERATIONS CAMPAIGN

We wanted to set HTH® apart by highlighting one of the brand's unique characteristics—its longevity. However, instead of focusing on claims of years in business, we took a different, more human approach more likely to resonate with their audiences. We focused on moments shared in the family pool across multiple generations recognizing HTH® as a trusted family product and a constant when it comes to keeping waters clear and ready for swimming. This campaign was carried across display banners, rich media expandable units, video pre-roll, and social media graphics to create a unified brand message.



HTH Pool Care Test to Swim™ Kiosk Display

TEST TO SWIM™ CAMPAIGN

HTH® branded Test to Swim™ Stations were introduced at select Walmart and Meijer locations across the United States. This easy-to-use kiosk allows customers to bring in a sample of their pool water to test in-store and receive instructions on how to get their pool sparkling blue. Evok was tasked with creating creative materials to promote the stations. The materials included online display banners and interactive Contobox banners that expanded to a microsite after rollover and showed video and content on the products as well as retail location finders and maps. In addition, our team wrote, directed, and produced an on-location video at a Walmart store outfitted with a Test to Swim™ Station.

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The image displays three versions of a website interface for 'Test To Swim Station' search. The top version is a desktop view with a map showing locations like Nemours Children's Specialty Care, Lift of Lake Mary, and US Post Office. The middle version is a mobile view with a similar layout. The bottom version is another mobile view, possibly a different theme or stage of development. All versions include a 'Find Location' button, a zip code input field, and social media sharing icons.

Test To Swim Station FIND A TEST TO SWIM STATION NEAR YOU

Find Location →

Test To Swim Our Simple 4 Step Process Store Locator

Enter Zip Find Location

TEST TO SWIM STATIONS NEAR YOU:

Walmart
123 Lorem Ipsum Road
Lorem Region
Lorem City
34855
Phone: +64 9 123 4567
Email: info@loremipsum.net

Share This

hth

Test To Swim Station FIND A TEST TO SWIM STATION NEAR YOU

Find Location →

Test To Swim Products Locator

Enter Zip Find Location

TEST TO SWIM STATIONS NEAR YOU:

Walmart
123 Lorem Ipsum Road Lorem City 34855
Phone: +64 9 123 4567
Email: info@loremipsum.net

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Test To Swim Station FIND A TEST TO SWIM STATION NEAR YOU

Find Location →

Test To Swim Products Locator

Enter Zip Find Location

TEST TO SWIM STATIONS NEAR YOU:

Walmart
123 Lorem Ipsum Road Lorem City 34855
Phone: +64 9 123 4567
Email: info@loremipsum.net

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INFLUENCER CAMPAIGN

Looking to leverage the power of social media and influencer marketing, HTH® Pool Care looked to our team to design, implement, and manage a season-long influencer campaign to help ease consumers' frustrations associated with pool care maintenance. With an overall goal of becoming the trusted pool care company for moms, we created a network of leading influencers to generate positive online reviews for HTH® products.

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this mama loves

How To Get Rid Of Black Algae In Your Pool

AUGUST 28, 2018 BY JANE

This post brought to you by [HTH® Brand](#). The content and opinions expressed below are that of Totally The Bomb.

This summer, we are all about chilling in the pool and enjoying the hot weather. Problem is, in Texas it keeps raining, and that's making it hard to keep our pool in top shape. We had a BBQ coming up, and our pool had started to grow some black algae. We can't be having black algae in our pool it's summer time, and we want to enjoy it! So, I came up with a foolproof way to get rid of it.

Before

How To Get Rid Of Black Algae In Your Pool

After

I used the [HTH® Pool](#) Ultra Complete Shock treatment. It works well, and doesn't over chlorinate your pool. Remember the key is to get rid of the algae as fast as possible and get back to swimming, so I like to use the good stuff.

I usually chlorinate my pool by adding a couple of these HTH® Extended Skimmer Sticks into my skimmer.

They last a couple of weeks, and do an amazing job. I left this in the pool overnight, and then the next day, I brushed the algae spots with a brush. They just came right off. You can get HTH® Pool Care at Walmart, Home Depot, Meijer, Ace Hardware, B&W Wholesale Club, or Costco.

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RESULTS.

The success of this campaign and influencer marketing opened up a new world of possibilities for HTH® to connect with their audience in a direct and organic way, reaching their consumers at a much larger scale. The campaign had a total reach of over 3.4 million (UMVs and social share reach), surpassing our set goals by almost 27%. Buzz, awareness, and thousands of pieces of earned media was generated for HTH® during their peak season.



Expandable Banner

With the importance today of peer-to-peer communication across social media and the trust given to friends and “real people” reviews as opposed to brand marketing, an influencer campaign will be a strong component of the Fresh From Florida plan. We will develop that component to include relevant bloggers and influencers across the social landscape who will provide that testimony and create credibility and referrals for the Fresh From Florida campaign and products.

KEY TAKEAWAYS

HTH Pool Care’s digital marketing initiatives exemplify how heritage brands can remain relevant through innovation and human connection. By combining creative storytelling with data-driven media strategy, evok helped HTH strengthen its reputation as a trusted leader in pool care while engaging modern consumers across multiple digital touchpoints. The integrated campaign unified display, video, influencer, and retail activation to create an authentic brand experience that resonated with families nationwide. The results underscored the power of emotional storytelling and strategic execution in driving awareness, loyalty, and measurable business growth for a legacy consumer brand.