



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

CASE STUDY: HTH POOL CARE



Google+ Header Graphic



Expandable Banner

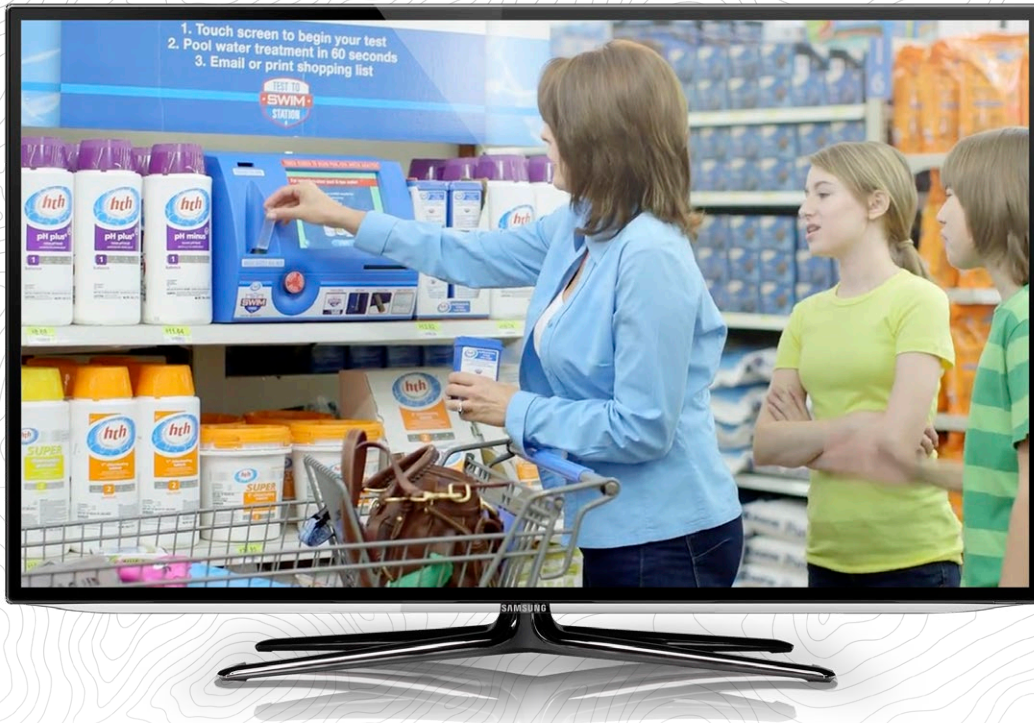


IDEAS.

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).

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HTH Pool Care Video Production

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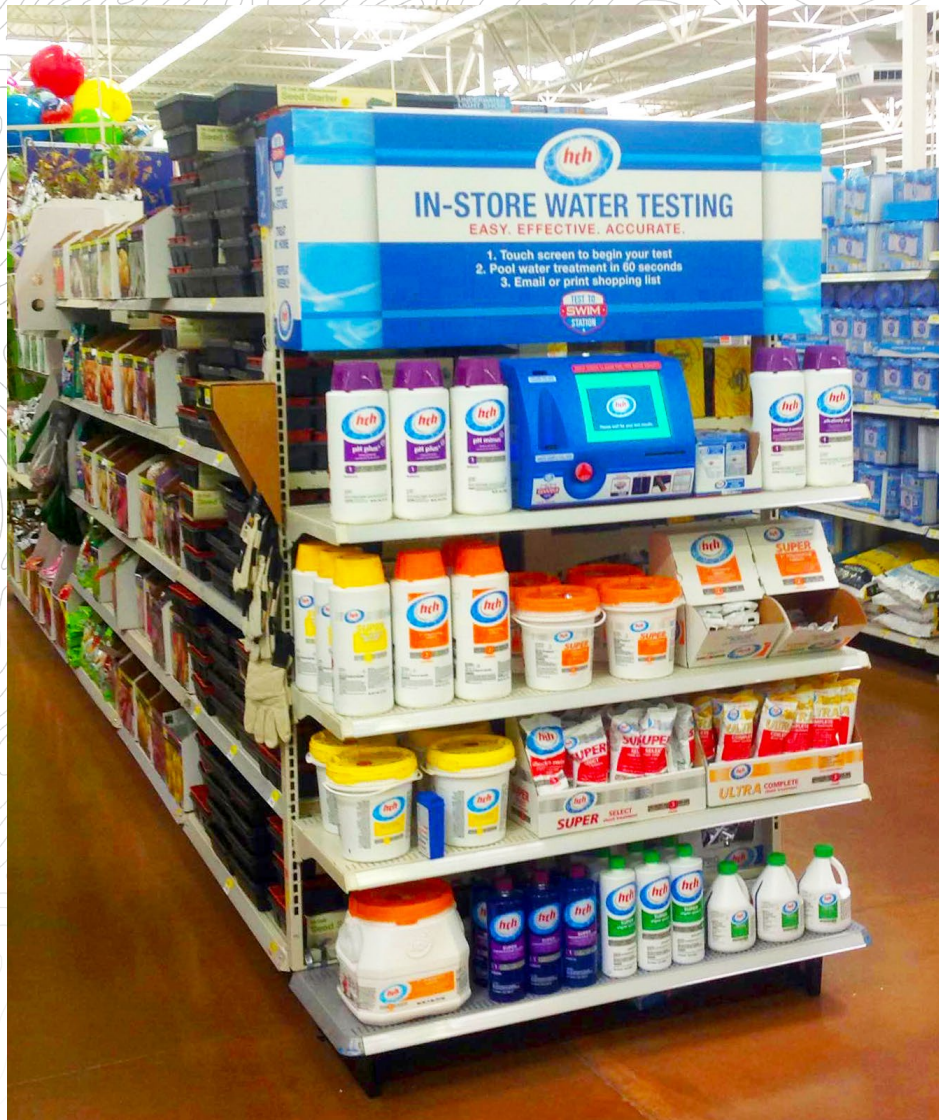


WORK.

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.

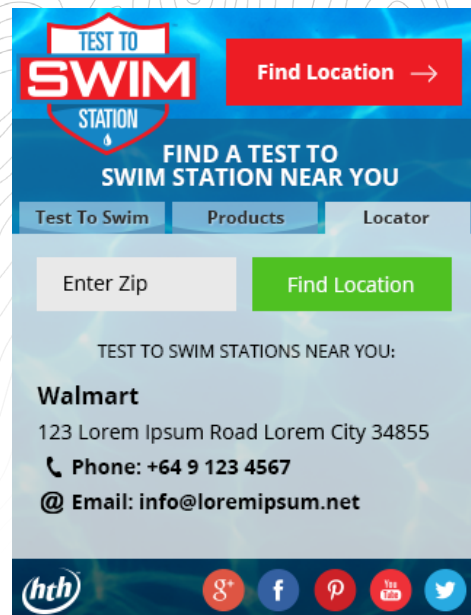
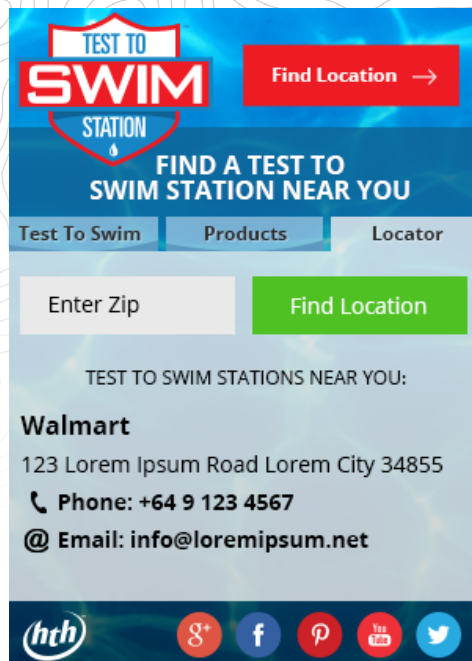
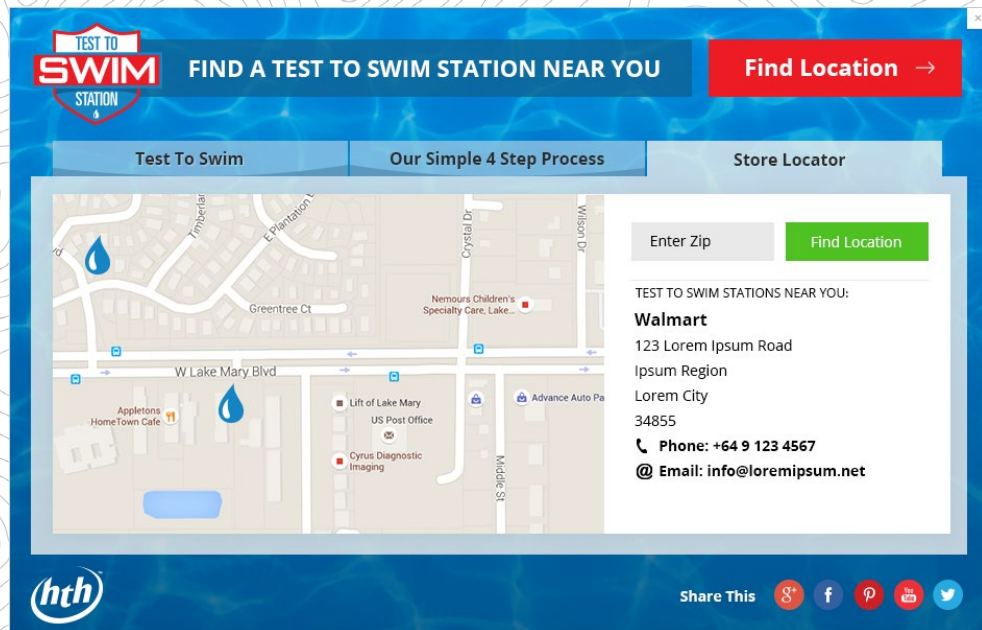


HTH Pool Care Test to Swim™ Kiosk Display

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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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.

CASE STUDY: HTH POOL CARE

home press meet jessica home tours our home & projects multigenerational living our kids

Summer time fun means pool time fun!

Summer time means warmer weather which means the pool is open. I grew up with a pool and am happy that the kids have that luxury as well. Of course, with having a pool comes maintenance. Cleaning the pool can be a daunting task so we prefer to use chemicals and cleaners that do a good job the first time around. Have you ever heard of "HTH Pool Care"? HTH Pool Care has been a trusted pool care brand since 1928. Their 4-step pool care program, a friendly color-coded system, and their super easy packaging system, makes pool care stress free for me.

I don't know about you but I would much rather be hanging out enjoying our pool vs. cleaning it!

The HTH® 4-step Pool Care Program consists of:

- Testing & Balance
- Sanitize
- Shock
- Prevent Algae

Easy peasy right?

I am kind of a crazy person about making sure the PH balance is correct so I am always testing. When you constantly have a bunch of kids in your pool, you need to make sure that it's properly sanitized and the PH level is within range.

Do you clean your own pool? I am sure if you do, you love DIY pool maintenance tips and tricks to make your life easier. I know I do! You can find more information about their 4-step program on the HTH Pool website here. Most of the HTH Pool Care products are available at most Walmart Stores, Home Depot, Meijer, Ace Hardware, B's Wholesale Club, Costco locations. You can also find more pool care tips and promotions on their HTH Pool Facebook Page and over at the HTH Blog. Slappy Swimming!

HTH sponsor's logo

This is a sponsored conversation written by me on behalf of the HTH® Brand. I received HTH® products and/or compensation in exchange for my participation. The opinions and text are mine.

Newsletter

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HOME RECIPES CRAFTS RECIPE BOX HOUSE & HOME CONTACT ME TRAVEL

Simple Pool Care Tips

This is a sponsored conversation written by me on behalf of the HTH® Brand. I received promotional items and HTH® products and/or compensation in exchange for my participation. The opinions and text are mine.

Having a pool in the yard makes for many, many hours of summer fun. There are endless ways to enjoy a pool. Especially for the kids, a pool can help keep you cool even on the hottest days if you don't have air conditioning, and really just a fun addition to the yard. The only thing about a pool is that you have to take steps to maintain the pool and the water quality in the pool.

We've found, after owning a pool for 8 summers, that staying on top of things and being diligent about testing and treating the water regularly makes for simpler maintenance overall. With a pool, you will need to find a care and maintenance system that works for you.

4 SIMPLE POOL CARE TIPS

Here are Simple Pool Care Tips to follow in order to keep your pool in optimal conditions so you can spend your time enjoying and splashing in it!

- Invest in a good, quality pump. This is how the filtration system works, so you want to be able to rely on it.
- The vacuum runs using the pump too. We spent a little more when we got our pool because we did our research and found that spending a little more from the outset would mean a longer lasting, more reliable pump. We're still using that same pump 8 years later.
- Four pool surfaces need to be vacuumed at least once a week. While a cabana boy (or girl) would be a nice way to get out of doing this, most of us don't have the luxury to afford that, so you'll likely be vacuuming yourself. We empty the basket for the filter BEFORE vacuuming each time (that also needs to be done once a week at least).

For us, the HTH Pool 4-Step Program works really well for us for week to week care, and leaves us (jk, ok, my husband) more time for being in the pool and enjoying it as opposed to having to test and add product, test again... which we have seen friends and family do over time. We turn to HTH® Pool Care products because they've been around since 1928 (my dad used HTH® products in our pool growing up) and they have a user-friendly color-coded system, easy to understand packaging and a very simple 4-Step Pool Care Program that all combine to make for easy pool maintenance. Plus, you can find HTH® Pool Care products at many locations including at most Walmart, Home Depot, Meijer, Ace Hardware, B's Wholesale Club, Costco locations.

HTH I'm E Gonn Upp & N FURRY - PROUDLY

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How To Get Rid Of Black Algae In Your Pool

AUGUST 28, 2018 BY JAMES

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 tip-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 chlorinated my pool by adding a couple of these HTH® Extended Summer 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's Wholesale Club, or Costco.

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3-Ingredient Fried Chicken

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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.