

Rat'n Roll Liphatech Style



Awareness tour makes memorable impression



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Company | Liphatech

The Goal

Liphatech wanted to increase awareness and position itself as the Soft Bait Innovators™ by educating PCOs (Pest Control Operators) about the benefits of soft bait and how they are designed to work.

The Execution

The ERATICATE Soft Bait Awareness Tour.

Liphatech visited the five most rodent-infested cities in the nation. Each presentation took on the look and feel of a concert, giving the attendees/concert-goers a unique experience that was educational, entertaining and memorable.

The Results

Hundreds of PCOs attended the ERATICATE awareness tour. Attendees gained a better understanding about Liphatech's soft bait products. Soft bait usage for both new and existing customers has increased as a result of the Eraticate tour. Furthermore, Liphatech continues to see strong interest from the market.