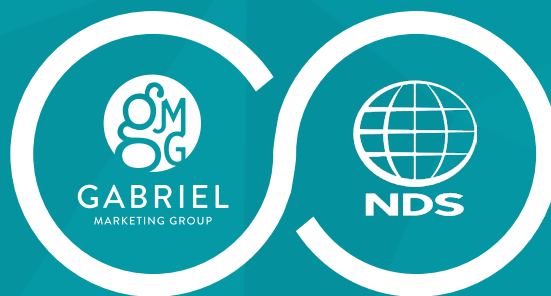




Learn how **NDS, Inc.** gained hundreds of thousands of dollars' worth of media value, increased brand awareness among its target market and established market-wide best practice expertise through **Gabriel Marketing Group's PR Practice.**





Capitalizing on Success: **The NDS Story**

Hiring a Public Relations agency comes with some legitimate fears. From extravagant pricing to big promises with results that fall flat, the list of risks can be overwhelming. That's why we're sharing the story of NDS, Inc., a successful, innovative business in the environmental products market that trusted **Gabriel Marketing Group (GMG) with helping define its brand** and solidifying its credible reputation with impactful public relations.

What is NDS, Inc?

NDS, Inc. (NDS) is a leading manufacturer of products and solutions for drainage and stormwater management, landscape irrigation and flow management for both residential and commercial applications. NDS's environmental products are sold online and at major retailers and wholesalers throughout the United States. Headquartered in Woodland Hills, California, NDS is a member of the NORMA Group, a global market leader in engineered joining technology.



...NDS...trusted Gabriel Marketing Group (GMG) with helping define its brand...





A Little Backstory

When NDS came to GMG, it was already on a roll. The company commanded an **80% share of the residential drainage market and had already begun syndicated content campaigns with a media company that offered prepackaged stories to local news stations. But, NDS wanted something more.** It wanted to stand out from the competition, build its credibility, get its name and products in front of the nation and reach the people who make the most use of its type of solutions.

Historically, NDS ran a very lean in-house PR operation and primarily focused on marketing and advertising. But, they found that in news coverage of drainage and related issues, they were not part of the media conversation and missing a big opportunity. They knew they had a strong story to tell—in the expertise, innovative thinking, value, and service and support that is built into each of their products—and recognized that telling their story more effectively could deliver a higher level of brand awareness that would translate into higher sales and stronger brand loyalty by its customers.

GMG was recommended by a long-term mutual associate, since the agency is known for the results we delivered, and the relationship—and impact—started there.

Goals

Competitively differentiate NDS from other players in the market.



Increase profitability of exposure through data analysis and consultancy.

Establish NDS as an expert on both residential drainage and commercial stormwater management best practices.



Increase awareness and subsequent sales among homeowners, landscape architects and contractors.





Creative and Proactive PR Makes an Impact

Its products, partnership with customers and expertise makes NDS's water management solutions the standout of the market. That same expertise, quality and service resonated in "Dr. Drainage," a character NDS created to answer questions, provide guidance and solve problems for their audience before they became disasters. By channeling NDS's expertise through "Dr. Drainage" in the go-to news media and social media customers loved, GMG helped to position NDS as the best source for the answers and knowledge they needed.

GMG also designed and launched a Best Practices and Thought Leadership media blitz for TV, print and social media. In no time, NDS was well on its way to helping prospects solve evergreen water management problems while establishing itself as a resource and important voice in news and media conversations.



Measurable Results

In two years, GMG secured coverage of NDS on:



That's in addition to *The Family Handyman*, *The Money Pit*, *Today's Homeowner with Danny Lipford*, *The Sacramento Bee* and *The Chicago Tribune*.



Coverage **Value Totals**



**\$3.25
million**

*in media value equivalent
to advertising.*



**\$9.85
million**

in publicity value.

How **GMG Delivers**

We learn about our clients and take time to understand their business needs and goals. We dive in head-first to get up to speed quickly so results happen within weeks, not months. Partnering with GMG means our clients are armed with a team of experienced professionals who are focused on helping them fulfill their missions through targeted and relevant media coverage that reaches the people who are integral in helping them achieve their objectives—buyers, purchase influencers, investors, potential acquirers and beyond.

We support our clients' growth through measurable, proactive and creative public relations campaigns that increase valuation, attract customers and establish the authentic, credible reputation you deserve. Contact us today to learn more about how PR can help you achieve your objectives.



About Gabriel Marketing Group PR Branding | Marketing

Gabriel Marketing Group (GMG) is an integrated Public Relations and digital marketing firm exclusively serving high-growth technology companies looking to increase market awareness, build reach and rapidly grow sales through the strategic planning and execution of highly effective public relations, branding, marketing and communications programs.

Gabriel Marketing Group is an integrated Public Relations and digital marketing firm exclusively serving high-growth technology companies...

Awards



Want to see where GMG can take **your business?**

[Request a Consultation](#)