**RESEARCH:** Interviews, survey; web, social media searches, psychographic renter info.

**TOOLS:** Whimsical 3-part educational video series, 30 seconds or less

**RESULTS:** 0.52% decrease in holiday season incidents

**ROI:** Return on Investment nearly 2.5 X's in 3-month period

**BONUS:** Holiday traditions here to stay at “To-ho-ho” Water!

**WATCH VIDEOS:** tohowater.com/canthegrease