

# Case Study: Delta Faucet

## Transforming R&D into Corporate Partnership



### The Challenge

Delta needed to disrupt the faucet category with truly innovative products, starting from raw R&D. They needed a strategic partner who could navigate from concept to market dominance.

### ninetwofour's Journey

Initially engaged to design qualitative and quantitative surveys in 2022, we quickly earned the trust of senior executives by delivering insights that drove real decisions. That trust transformed a tactical project into a comprehensive [corporate partnership](#).

#### Research & Discovery

Qualitative/Quantitative research design, focus group moderation, data synthesis, and MVP viability pitching

#### Strategic Development

Campaign testing, competitive analysis, go-to-market strategy development, and trade show consulting

#### Creative & Execution

Brand consulting, creative direction for 4 major shoots, and a 10-hour stakeholder workshop for final design optimization



# Delta Faucet Versacurl: Award-Winning Results

1

## 2x Best at KBIS Winner

Winner at both KBIS 2024 and 2025—the industry's premier kitchen and bath show, demonstrating sustained innovation excellence

2

## Quirk's Best Research Collaboration

Recognized for exceptional research methodology and strategic partnership approach

3

## AMA Best Data-Driven Campaign

Honored by the American Marketing Association for leveraging data insights to drive marketing success

4

## Fast Company Best in Design 2025

Celebrated for breakthrough design innovation that transforms consumer experience

**Key Takeaway:** What started as a small research contract evolved into a corporate partnership because we consistently drove measurable results and facilitated cross-functional alignment. This is the [ninetwofour](#) model in action.