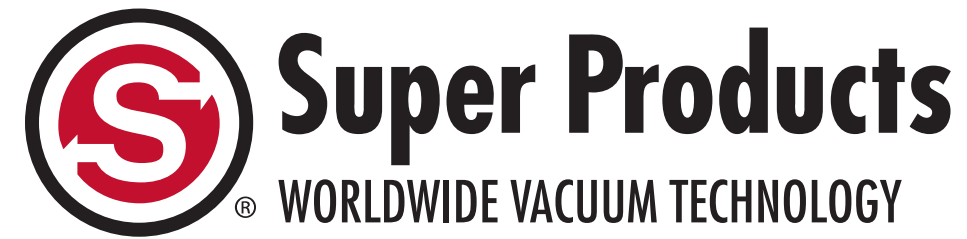


Rebranding Pumps Up Image and Sales for Industrial Vacuum Innovator



Super Products

THE CHALLENGE

Marketing for this engineering-focused manufacturer of industrial vacuum products had been sporadic or nonexistent. While the company's products enjoy a good reputation in the market, its new parent company saw an untapped opportunity and turned to Johnson Direct for help supporting its growth goals.

THE SOLUTIONS

Johnson Direct conducted an in-depth marketing audit that included primary and secondary research including a thorough review of the marketplace and competition. We examined Super Products' and its competitors' advertising, public relations, web presence, literature and trade show involvement and made specific recommendations for improvements.

We used those recommendations as the basis for a comprehensive 18-month measurable marketing plan that we developed for the client. It includes a rebranding program that takes advantage of the existing awareness and leadership position of one of the products but takes it a step further. Additional components of the program include a coordinated family of print ads (with measurement mechanisms), advertising placement recommendations for maximum impact, testimonial program, case study and news release initiatives, trade show display upgrade, direct mail, product demonstration video, literature and website redesigns, distributor communications and a customer referral program.

THE RESULTS

- New marketing plan approved by parent company.
- Created a consistent, professional image for the company.
- Program launched externally in February 2009.
- While it is premature to report on ROI, within the first week of the new ad campaign, a potential buyer cited the new ads as the key reason for his interest in the company's products.

THE TACTICS

- Consulting, Research & Strategic Planning
- Direct Branding™
- Advertising Creative
- Media Recommendations
- Public Relations
- Sales Literature Design & Development
- Direct Mail
- Trade Show Support



"Johnson Direct rolled up their sleeves to partner with us and rapidly learn about Super Products, our three diverse products and their respective markets. They dug in to gain an in-depth understanding of our equipment and the challenges and opportunities that we face. The marketing audit and plan that they developed for us exceeded my expectations. With their knowledgebase, experience and focus on continuous improvement, we are fortunate to continue our partnership in implementing our plan with the Johnson Direct team."

– Mike Vanden Heuvel
President
Super Products

Supersucker
INDUSTRIAL VACUUM LOADERS

TOUGH DAY AT WORK?

The one and only Supersucker® makes the job easier.

- Industry's simplest operation sequence - single control panel set-up that even the newest employees can quickly learn
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- Low maintenance design including one-step filter cleaning system
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