

Marketing Services Integrated Marketing Communications Plan Case Study - #31

Situation/Opportunity

As the result of a three-company merger, Hill PHOENIX Refrigeration immediately became the number two player in supermarket refrigeration. Yet, with no brand identity of its own, the new entity was in danger of losing that position. Our job was to right the ship in a very tough supermarket industry by strengthening relationships with existing customers and developing new business leads to extend the customer base and increase sales.

Our Solution

We recommended a marketing program centered on the company's technological and merchandising innovations designed to help customers make more money — a critical issue in an industry where profit margins are paper thin. Key components included:

- Ads focused on specific innovations, each a deliberate attempt to break away from the standard industry "product as hero" approach.
- Benefit-driven product brochures on the company's two main technology innovations, each supported by its own "push and play" CD.
- An educational brochure on food safety to help position Hill PHOENIX as an industry spokesman.
- Publicity and public relations including presentations for trade editors, press releases, and feature articles.
- Trade show booth graphics, theme, and materials including press kits for editors.

Results

Hill PHOENIX continued to maintain its number two industry position, and in fact, gained significant market share points the first two years of the campaign. The company saw sales increases through added business from existing customers and through the addition of new customers, including several leading supermarket chains.



Made In Small Batches
For Discriminating Customers.
Much Like Our Specialty Cases.

From your deli to your dairy and everywhere in between, specialty cases can help you make more money. And no one can make those cases for you like our Park Avenue Specialty Division. That's because no one will work harder to understand what you need and why you need it. Contact your Hill PHOENIX sales representative, and we'll make sure your specialty for you.

PARK AVENUE
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Hill PHOENIX

Hill PHOENIX
E X C E L L E N C E



Fresh Ideas Where
You Need Them Most.

When it comes to preserving food quality, nobody's advancing technology more. With fresh ideas like our Degree Master, smart load management system that puts a "bite" in our refrigerated merchandisers for unattended case management. Or our secondary coolant technology that eliminates the temperature "peaks and valleys" of conventional direct expansion systems. Separately or together, they help you reduce product shock and shrink to extend shelf life like nothing else on the market today.

And you'll find that same fresh thinking in everything we do from our Degree refrigerated merchandisers to our Park Avenue specialty cases, our National Cooler brand custom walk-in coolers, our wide range of commercial and industrial refrigeration systems, our pre-wired and pre-piped mechanical enclosures, and our electrical distribution products. All backed up by our 100% commitment to the best in customer service and support. Whenever you need, talk to us. We're sure to have some fresh ideas for you.

A MATTER OF DEGREES
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Hill PHOENIX



Keeping This Food Fresh Can
Be Tough Under Good Conditions.
We Did It Under The Worst.

If you were at FMI 2000, maybe you saw us do what nobody ever did before — keep eight cases of red meat, pork, poultry, and more in top shape for three straight days under trade show conditions for longer than any supermarket would ever face. And do it with just 8.7 pounds of R-502 refrigerant. All thanks to our revolutionary ZCCOK® secondary coolant refrigeration system.

Based on simple principles, our ZCCOK® system is also proving itself in supermarkets around the world — proving that it eliminates the peaks and valleys of all conventional direct expansion systems for the uniform, consistent case temperatures that reduce product shock and shrink to keep perishables fresher, longer.

Our ZCCOK® system also cuts refrigerant costs as much as 85%, minimizes leaks, reduces maintenance, and simplifies installation. Plus it can help you comply with FDA Food Code requirements and ASHRAE Standard 15 without costly modifications or monitoring equipment. All for about the same utility costs as a conventional system. So why not get the whole ZCCOK® story? It's a fresh approach that can do a lot for you.

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MARKETING SERVICES

Delivering on the Promise.