

Marketing Services Advertising Case Study - #5

Situation/Opportunity

Through a series of acquisitions and mergers, Parker Hannifin's CIC group had developed the industry's most extensive line of refrigeration and air conditioning systems, protectors and controls. Yet, neither awareness nor sales were reflective of an industry leader. Our research unearthed the reason why: Because Parker continued to sell most of their acquired components under their original brand names, there was virtually no brand recognition for Parker. Thus, this was not an opportunity to cross-sell under the Parker brand name.

Our Solution

To drive new business and increase sales, we recommended a strategic marketing program based on building awareness for the overall Parker brand. To kick off the advertising portion of this program, we opted for two consecutive halpage spreads to emphasize Parker's breadth of line. To add even more interest, we ran the first spread with no headline, text, or logo — just a long line of relevant Parker products. The second spread continued the line-up of products, adding headline and text to pay off the breadth of line story. We then followed with a series of one-page ads focused on specific "hero" products, using those products to cast a performance "glow" over the entire line.

Results

As a direct result of this program, new business leads increased by 35%, with sales increasing accordingly, both through the addition of new customers and added sales to existing customers. Finally, the ad campaign portion of this program was considered so successful that the client extended it for two additional years.



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