

fresh ideas  
for your growing  
business



**EDMISTONGROUP**

FULL SERVICE MARKETING FIRM

## [ Product Launch Case Study ]

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# A strong company starts with a solid foundation from which to build the brand.

What do we mean by this?

- Does the company name reflect your product?
- Do you have a logo and are you consistently utilizing it in the same fashion?
- What is the strategy for business growth?

We provided market research, identified an initial name conflict and assisted the client in creating a corporate identity as well as divisional names and new logos for each product line.

**MEI CYBERCORP**

**MEI CYBER**  **GUARD**

**MEI CYBER**  **GATE**

**MEI CYBER**  **LOCK**

**MEI CYBER**  **DRONE**

## What does your signage say?

Are you carrying your brand across all markets?

- Vehicles are a moving billboard – do they convey the right message?
- Products present real estate for showcasing your company brand.



Edmiston Group designed product signage and vehicle graphics per the client size specifications, ensuring the brand and message was clear and consistent.





## Bring your story to life.

Do the photos you showcase represent your company in a professional manner?

- A professional photo shoot allows a company to showcase their product or service in a professional manner.
- Creation of a story board allowed Edmiston Group's creative team and the client to review the story outline prior to commencing the photo shoot, ensuring no key points were missed.

Key areas of manufacturing were identified and photographed. Jobsite action photos were taken.

Professional voiceover was selected. Content was written for the commercial for the voiceover, as well as for the President of MEICybercorp to correspond to the length of the commercial.



We provided creative direction to the videographer.

## Build your online presence.

Are you integrating your company brand, visual and content messaging?

- Is your website mobile responsive?
- Can you update your website or will you always have to go back to the developer to make changes?
- What social media channels should you integrate into your marketing efforts?

We defined the architectural structure of the website. Worked with the client to create content, added the visual story from photos and video taken, helped to create online visuals for various product models and identified differentiators within the product lines. Following the launch, the client was given instructions on how to update their site.



## Create marketing collateral.

Marketing materials and effective advertising describe your services and help sales staff tell your story.

- Are your materials professionally produced – graphically, online version and professionally printed? This material may be a potential client's first impression - make a good one.
- What type of communication do you use to sell your product? Do you integrate a system for business letters of introduction and stay in touch with digital marketing programs?
- Do print ads have calls to action?

Branded materials, websites were launched, business cards and marketing materials were readied for a major convention. Booth signage was created that carries the brand.



## What's in your tradeshow toolbox?

You've spent hundreds of dollars on a booth space and now the show is weeks away. Are you ready?

- Does your booth portray your brand and look professional?
- How do you drive traffic to your booth?
- Do you have a strategy for give-a-way registration – asking open ended questions that lead to warm leads?
- What happens when you return – do those leads go in a drawer, or is there a process in place to follow-up and close business?

## Marketing consulting services.

Our clients often ask us how plan for business growth? As part of a strategic marketing plan, we work with our clients to analyze the state of current business and goals for growth, both regionally and nationally.

- What strategic partnerships have you formed?
- Have your services changed and does your marketing information reflect those changes?
- How do you know what message to put in your advertising? Do your ads have solid calls to action?
- Which advertising channels should your company be in?
- How does social media and digital marketing play a role in business growth?
- What trade shows should you participate in?

## ARE YOU READY? WE ARE.



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