

MARTIN THOMAS, INC.

## Case History #1

# Literally, MTI to the Rescue

Client: PVC Container Corporation (PVCC:NASDAQ)

**Problem:** President calls and challenges us to get nationwide exposure for a joint undertaking with Pennzoil-Quaker State, highlighting a chemically-resistant plastic bottle designed by firm to hold "hottest product of year" - Rescue Emergency Fuel Additive. Oh, and the company dangles the proverbial carrot by saying "MTI, if you can get this as the cover story of the leading packaging magazine in the business – and do it before our shareholders' meeting - we'll let you handle all our marketing....."

**Solution:** With our "guarantee publication or you don't pay" once again put to the test, we first got the details, then called our editor contacts to pre-sell the story. Fifteen interviews later, we undertook a location photo session at the firm's Pennsylvania plant, the article was drafted and approved by people at 7 different locations at 4 different companies and sent out for publication.



**Results:** Not just the cover story, but the COVER of the leading packaging magazine (an oversized tabloid

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publication) plus 5 pages of story inside. But wait, there's more.....two more magazines in the industry carried slight rewrites and different photos we provided on the COVERS of their magazines. Then, shortened versions of the story were published in dozens more magazines and the container won 2 national awards bestowed by the industry's two leading magazines. Some \$150,000 worth of equivalent advertising space for the small amount invested, and additionally, the invaluable coverage. How do you estimate the value of getting your name, and photo, on the cover yet, all in a very favorable light?

**Bottom Line:** PVC Container Corp became a full-time MTI client.