

MARTIN THOMAS, INC.

Case History

More Than Just A Plant Opening

Client: Battenfeld of America, Inc.

Problem: Company, heavy equipment manufacturer, wanted to “make a splash” (in the winter, in New England) by having an open house/gala to show off new facilities. Wanted a “hook” to attract leading customers and generate some national publicity in leading magazines.

Solution: Piggybacking on the open house, agency suggested and arranged for client to host an industry 'forum' comprised of leading company spokesmen in a panel discussing the problems and potential of the industry. Mailers designed by agency with a fork and pen which quickly and effectively conveyed the event was both a festive occasion AND an educational/learning event.

Results: The “house” was packed, with 99% of the leading editors in the field showing and dozens of customers coming, bringing with them their associates. The resultant editorial coverage, owing to the “news” coming out of the panel discussion, was exceptional. An independent industry study undertaken after the event resulted in the firm being rated as #4 -5 in stature in the markets they served, where in fact in size the company was #14.

