

MARTIN THOMAS, INC.

Case History

More Than Just Advertising

Client: Inoex, Inc.

Problem: Company, which makes metering systems, wanted a bolder image with an advertisement, but also wanted to draw product inquiries with the same ad.

Solution: In that most of the insertions (placements) for the new ad were going to be in oversized “tabloid” magazines, MTI designed a full (standard) page ad, “wrapped” or encircled on two sides with product announcements, positioned and designed to look like editorial copy and each with their own reader response number. Then, each product photo, along with the copy, was reworked into a product news release, giving the advertisement photos additional mileage.

Results: A brand new “persona” for the firm and between the product announcements around the ad and the coverage of the same products on the editorial pages of the magazine, hundreds of inquiries began pouring in. That same year, this company experienced a 40% growth, the largest ever in the firm's history. Luck, coincidence or smarts? It's anyone's guess.

