

MARTIN THOMAS, INC.

Case History

Photography Can Really Make the Difference

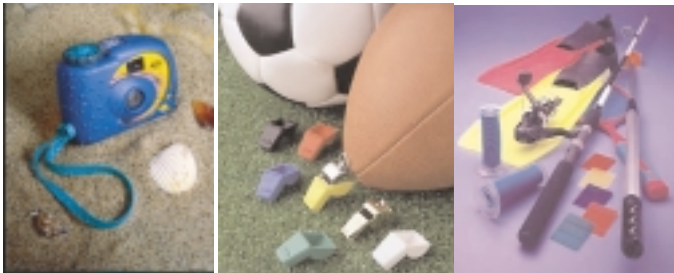
Client: GLS Corporation

Problem: Like most other MTI clients, this company had formidable competition, outpacing them in ads, show promotions and other venues.

Solution: Agency research showed that GLS not only had special product niches, but customers willing to allow their promotions to show the end products (not just the materials like their competitors were doing) as well as talk about them.

to think about GLS materials as possible solutions to their product needs.

Frankly we - and we suspect GLS too - has lost count of how many of their photos have been on the covers of magazines, how many calls are fielded from editors asking for special photos, and how the marketplace has come to view GLS as universal plastic product materials solutions providers.



Thus, we positioned the company, and beat out the competitors, with quality photos emphasizing applications, both real and desired by GLS (by showing both actual customer products and generic ones) and offered these to editors, along with special technical copy.

The results, now going into its 2nd decade, have made GLS the plastic consumer product resource for quality photography. Stylized photos (showing products in interesting environments) are stimulating design engineers (the target audiences of GLS)

Lesson to be Learned: A great story (or product) with either a poor photo or without one at all = marginal editorial or industry coverage and little attention at shows VERSUS a so-so story (and even so-so product) with a GREAT photo = maximum editorial coverage and attention at shows, not to mention immediate company recognition. Special note: our style of photos, and those for GLS, have other companies copying our style (gratifying, yet a bit frustrating, so we're using even newer tactics).

