

## MARTIN THOMAS, INC.

### Case History

# How Do You Show That?

Client: GW Plastics, Inc.

**Problem:** Injection molder embarking on a new molding program/technology -- multi-shot molding. The primary challenge was to promote something that had not been done and for which the company could not yet provide any finished parts. It seemed quite difficult (at first, anyway) to show parts that the company hadn't yet manufactured.

**Solution:** Aah, computers. Utilizing the skills of our top-notch illustration "crew", we were able to take a photo of electric drills and digitally/electronically change their shapes, delete brand names and add rubber grips to represent the type of product capable with multi-shot molding. No legal

problems, no worrying about "we aren't doing that yet"; just the implication that they have the ability to do it.

**Results:** This image was used in a variety of marketing tools produced by the agency for this client, including direct mail, public relations and other editorial items. The outstanding photos as readers doing double takes and inquiring about this process.

