

MARTIN THOMAS, INC.

Case History

How To Get Attention and Recognition in the U.S. Marketplace?

Client: Septon Company of America, Inc.

Problem: With a tight budget to introduce their new U.S. division (parent company is large Japanese corporation), and goals to gain instant and widespread recognition in North America - PLUS leads, Martin Thomas had to find a new strategy to introduce Septon Company of America. The major obstacle in getting attention is that they are going up against a formidable competitor, but our client had a few “aces in the hole”. Specifically, a major commitment to the industry with Septon’s \$71 million plant in Texas -- a state of the art facility -- plus sales of \$20 million per year, set them apart.

Solution: Take the show on the road - with press kits plus a company bio, a new plant announcement and new product line press release in hand, MTI, with a company spokesman in tow, visited all the major editors face-to-face at the editors’ offices; remaining/second tier market magazines got FedEx kits which presented the company’s “case”.

Results: An amazing response by the editors, resulting in coverage in all publications. Editors

requested more materials and stories by the company, and, most importantly, Septon positioned itself as an industry expert when an editorial feature is developed on their marketplace. More than 10 full pages of articles have been attributed to the “tour”, with follow-up interviews coming in droves - the equivalent advertising value is estimated at \$50,000.

Inquiries are pouring in and recognition is growing in all targeted markets.

Counterpoint: During this same period, several companies served by MTI entered into alliances with much larger companies. to introduce their news (without MTI’s help), these firms opted for expensive press conferences (we estimate \$15,000 or more to stage). The costs for their press conferences were more than double what we asked Septon to invest. Visiting editors at their offices, face-to-face, as opposed to giving them news all together in a single outing, we have learned, is a far more effective way to get a message across. Our approach outgunned those others by a factor of about 4 to 1 in coverage. Our philosophy - bigger isn’t better, bust smarter is.

