

MARTIN THOMAS, INC.

Case History

Going Very High Tech, and Getting a 3 for 1 Deal

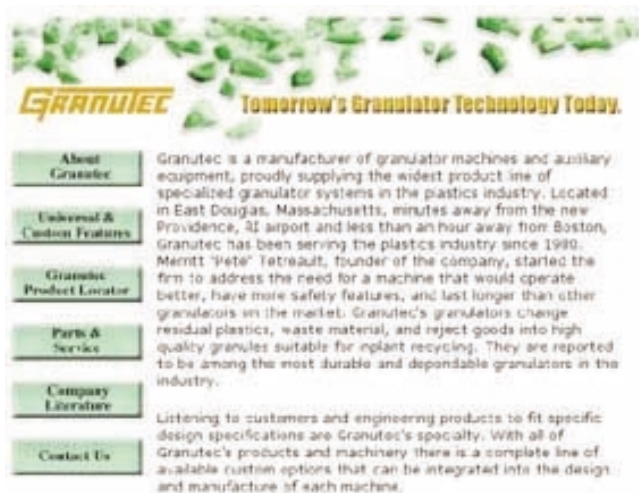
Client: Granutec, Inc.

Problem: Actually, not a problem, but a real opportunity. Company, low on current literature and without a Web Site (yet), wanted a way to showcase their broad product line, and at the same time give the company a new look. We suggested a 3-for-one design package, using a new and fast-growing medium.

Solution: The medium we suggested? A business card-size CD-Rom which presented the firm's entire product line in the same way one would view a Web Site. Copy, new photos, scanning them, new "isolated" approaches to selling with callout buttons for the product line, services, background of the company and ordering.



And the sales force could hand it out like a business card. Further, the "card" could link to the new company Web Site through the card disc.



Results: Weeks, not months, from "art-to-part" with a new design and into production by burning and printing the CD-Rom business cards. And our 3-for-1 deal? Simple: the approach MTI took was to design the CD-Rom program to be easily converted into the company's very first Web Site (which we did), and key elements only very slightly reworked for some new literature (currently underway).