

**MARTIN THOMAS, INC.**

**Case History**

# They Wanted Attention, and Got It!

**Client: Advanced Polymers, Inc. and Polyzen, Inc.**

Recently, two clients approached us with a challenge: Get us street credibility and notoriety, on a tight budget, that we can parlay into sales.

After thinking about it, we suggested attending major conferences and presenting topics that would generate interest in their firms, without being too commercial. “Great”, they said. “Where do we go and what do we talk about?” they asked. Then they came back with a bigger challenge.

“MTI,” said these clients, “we’d like you folks to get us on a major conference podium.” So we did, for each of them, at the medical products industry’s leading trade show.

We began by interviewing key personnel and wrote the speeches. Also, the agency prepared power point presentations (these folks are experience speakers, so we didn’t need to coach and prepare them as we often need to do with those who are new to the speaking game.).

We invited the editors of the leading magazines to attend both presentations. As follow-up to the speech, we convinced the editors to publish both papers as feature articles. They did just that.

Then we arranged for reprints, slightly redesigning



the article formats and adding some key information on the extra space found at the back of the reprints, in the form of ads. Then we drafted a special literature news release on them.

Did it work? The presidents of both companies told us (without conferring with each other) that, “This speech, with the surrounding actions, has yielded more new business leads than any other single project in the company’s history.”

We said, “You’re welcome.”