

MARTIN THOMAS, INC.

Case History

# Like the Comedian, This Company "Don't Get No Respect"

Client: Gros Plastic Recruiters

**Problem:** Although a premier personnel recruiter for the plastics industry and heading a successful advertising effort, recognition and credibility from the industry's press was almost nonexistent. Simply stated, all the efforts of well-known industry spokesman Dennis Gros (speaker, member of plastics industry boards) to get his name, expertise, message and company published were, well, for naught. How to get the ignored, but well-deserved respect?

**Solution:** Armed with numerous story ideas (and lots of alternatives), we called the leading plastics magazine editors to 1) find out what they needed; 2) suggest what their readers (both companies and

individuals) wanted and needed to hear to both hire people and get jobs, respectively; and 3) offer to tie a series of columns (with very low key commercialism) into their special issues. That is, a column on getting a job in injection molding and hiring people for injection molding positions in an issue highlighting, what else.....injection molding.

**Results:** The premise, and outcome, resulting in a start of two articles in as few as two months in the leading industry journal, including one which appeared in this journal's daily trade show issue, then again later in an issue a month or two later. Recognition? Yes. Respect? Yes, indeed. More business and notoriety? Call and ask him!

