

MARTIN THOMAS, INC.

Case History

Establishing an Image to Stand Out From the Competition

Client: Putnam Plastics Corp.

Problem: Company without a distinct personality or “look,” viewed by market as just another supplier of medical tubing. Had limited budget with a requirement to “stand out from among the competition” plus increase sales in “other areas.”

Solution: Agency research revealed other suppliers offered messages and a look all very similar - each manufacturer showed tubing and offered tubing “when you need it.” Agency interviews with company customers and prospects revealed that dealing with a medical tubing supplier was like “walking a tightrope”- a tenuous situation at best. Secondly, custom tubing wasn’t required each and every time. Agency developed an ad which played off of “tightrope” dilemma showing an understanding of the customers’ needs.



Further, instead of a full-page ad with a corporate message, agency “wrapped” the advertisement with special editorial copy showing and offering stock and custom tubing lines and offered them as standard off-the-shelf tubing in multiple configurations. 2nd ad in series shown here too.

Results: Inquiries quadrupled, sales increased in double-digit figures, new markets opened by offering new range of off-the-shelf products.



Expanding on the “Tightrope” theme, we turned a simple offer for samples into a “Survival Kit.”

