

MARTIN THOMAS, INC.

Case History

Get Them A "Body" and Then Get Them to the Show On Time

Client: Foster Corporation

Problem: Company needed full-time sales and marketing manager plus pressing need for new trade show booth which was lost by shipper with another show coming up. This manufacturer of materials for electronic and medical products needed a new look including literature, a "signature" for instant recognition and a take-charge agency.

Solution: Partners at agency with 30+ years of experience and contacts, recommended a former client - he was almost immediately hired owing to "a perfect fit." Booth firms lined up; booth pur-

chased, and agency went to work with exciting new graphics for booth and literature, using computers to generate all new graphics.

Results: New sales and marketing manager works out; booth completed in time to complement "best show ever", new literature available in time for show and leads from show reach an all-time high.

*Creative Compounds for the World's
Medical and Electronic Industries*



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