

MARTIN THOMAS, INC.

Case History

Build New Sales

Client: MAAC Machinery Corporation

Problem: While company sales of plastics machinery sales were good, client challenged the agency to explore and market possible new sources of sales. Agency research uncovered untapped business in machinery accessories which could be adapted for MAAC's and competitive machines.

Solution: MTI took the initiative and made recommendations. MAAC authorized MTI to produce a pocket-size brochure to use as a follow-up mailer for a concerted public relations/publicity campaign. Coupled with a news release and trade show "hype", the product gained immediate recognition throughout the industry.

Results: Sales of machine accessories made a 500% gain in that fiscal year.

