

Creative concept requires creative execution

Our latest ad for Velcro USA Inc. cites the success of hook and loop in vehicles on the ground and orbiting the earth to make a case for using it in airplane interiors. Since we could not line up a car, plane and space shuttle in a single photo, we combined several images in a composite — and saved our client time and money by doing it ourselves.

We selected four stock images, then cropped, flopped and outlined them into a single shot. The silver car was changed to red to add visual interest. The ad made its debut this month.



Raise your profile in the trade press: 3 examples

With space to fill on-line as well as in print these days, the trade press has a bigger appetite for news. Feeding it a steady diet of news releases and articles is a great way to keep your company's name in front of customers and prospects, as these three examples show.

Application Releases – Kaydon Bearings

Editors love news, and unique applications are newsworthy. Our June release about Kaydon bearings in the Phoenix Mars Lander began showing results the very next day.

In less than three months since, we have spotted over 20 pick-ups in vertical and horizontal publications (and their websites), search engines, local newspapers, and even a radio mention. Brewer worked directly with the Kaydon customer to write the release and coordinate approvals.

Case Histories - Dürr Ecoclean



Case history articles fill pages instead of paragraphs and help position a company as a leader. The latest in our six-year series for Dürr Ecoclean parts cleaning systems, shown here, also brought immediate action.

"We got 4 calls the day it appeared," according to sales manager Fred Thompson. The credibility of the

customer speaking for Dürr also comes across in testimonial ads, which we develop from the best quotes and photos in the articles.

New Product Releases – NLB Corp.

Our new product announcement program for NLB, now in its 23rd year, generates broader coverage every year. Exposures year-to-date are 110 percent of the 2007 total, at a cost-per-exposure of less than 1¢.

Each release presents benefits in a straightforward manner (no "rah-rah"), with just enough technical details. We send them via e-mail, with a high-resolution image, to save editors re-typing. This also speeds delivery and saves postage.