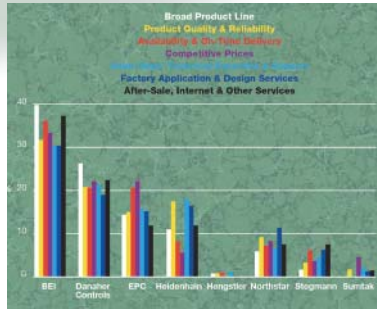


Ideas with Accountability

CASE STUDY

After conducting brand preference research showing **Danaher Controls** lagged its competitors in nearly every category, the company used a new product rollout as an opportunity to recover lost ground.



Brand Study

The new product, Acuro, was introduced to the market as an example of Danaher's technology prowess, using a variety of techniques:

- a broadcast fax announcement to existing customers
- eMail and direct mail campaigns with an offer of a heavily discounted Evaluation Kit to encourage trials
- individual meetings with influential editors at trade shows and on a press tour
- online advertising on search engines
- advertising inserts placed in the industry's two dominant publications

The campaign produced immediate and dramatic results.

In just two months, Danaher was profiled on **three magazine covers** and received 790 sales leads, of which 94 – **12%** – were classified as **"A" quality**, with immediate buying interest.



6480 Rockside Woods Blvd. South Suite 300
Cleveland, Ohio 44131 p 216.573.2300 f 216.573.9964
www.ggcomm.com

Direct Mail



Ad



Fax



eMail

