

The Business Case for Strategic Brand Communications

At Centrifuge, we understand the drivers behind business decisions. It is our business to help you grow your business. We are a B2B firm specializing in integrated marketing communications and offer industrial marketers the strategic expertise to help you achieve your business goals.

Entry into New Markets

Learn how we helped the Precast/Prestressed Concrete Institute capture 15 multi-million dollar qualified project leads within the first four months with insight-driven communications.

Successful Product Launch

See how we helped Siemens crack the code to a competitor-owned market with a groundbreaking product launch program, grabbing 4000+ leads and the highest-ever IMTS booth attendance.

Taking Market Share

Discover how we helped New Millennium Building Systems realize a growth surge from #4 market position to #2 in less than two years by aligning its brand value internally and externally.

Faster to Market

Learn how we helped ExpressYard take the fast track with a high-energy branding program that delivered a 200% increase in customer base with revenue growth up 130%.

Channel Sales Growth

Hear how we helped Allied Tube and Conduit (Tyco) ring up sales with a unique POP and quickly added 8000 contractors to its fan base and new distributors to its channel.

Increased Customer Conversion

Witness our transformational branding come alive as Powers gains a 30% increase in supply fixture sales and a 54% increase in system sales in the first 9 months.

A marketing decision is a business decision. We take your business as seriously as we take our own. The quality of our work and the results we deliver can be reviewed in detail in the case studies on the following pages.

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Entry into New Markets

PCI – Precast / Prestressed Concrete Institute

Challenge: The leading association for the precast industry sought to increase the opportunities for their members by marketing to architects. The two main challenges were the architects' brand perception and the association's own brand identity, having focused previous marketing efforts to engineers for years.

Integrated marketing communications: The success of this effort began by first fully understanding what drives an architect's choice of materials. In-depth interviews and focus groups helped frame the strategy and fine-tune the messaging. Internal brand alignment was key, as well as campaigns specific to the wants and needs of distinct audiences. By crafting architect-focused messaging using highly visual, award-winning print ads and websites, this program enabled an engineering-driven organization to connect with its architectural half, providing the boost needed toward achieving full value delivery potential.

Results: 15 qualified project leads within the first four months represented multi-million dollar sales returns to the association's construction firm members.



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Successful Product Launch

Siemens Machine Tools

Challenge: Siemens wanted to launch a new machine control for job shops, a market segment largely unfamiliar with the Siemens brand of CNC and owned by our client's biggest rival. As though to make the marketing communication challenge even tougher, the new product would not be ready for another year, and we had to promote the product without mentioning it by name.

Integrated marketing communications: Our insights into the circumstances and perceptions of job shop owners and their employees led us to craft the way into their imagination, hearts and minds. The creation of a fictitious job shop with untold productivity, and an investigation by a tenacious CNC EyeTeam news reporter determined to discover their CNC secret, became the cornerstones of a virally driven campaign that continues three years after its inception. Online videos and a promotional microsite helped Siemens capture the curiosity of the job shop market and draw record booth attendees during IMTS, the industry's largest North American tradeshow.

Results: 4000+ leads and the highest-ever booth attendance were the early milestones for the launch of this new machine tool CNC. And this was only the beginning, as an expanded global viral video program continues to build customer interest for the new product.



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Taking Market Share

New Millennium Building Systems

Challenge: New Millennium grew through an acquisition of like-minded operations. But like-minded does not always equal like-branded. While the client simply sought to “have some ads created”, we quickly discovered the various acquired companies did not quite know what their new brand stood for. Therefore, any attempt at telling the market a consistent brand promise would surely fail. Success depended on involving the entire organization to build a cohesive brand identity.

Integrated marketing communications: By helping our client align internally on company vision, mission and message, New Millennium has become both an organization and a brand on the move. People from the top down are working to leverage the company's core competencies, develop their full value delivery potential, and bring their unique brand identity to the broader marketplace beyond a traditional sales/supply orientation. As a result, the company moved from being brand-challenged to the challenger brand in less than two years. The transformational communication program is working at the expense of the entrenched competitor, resulting in climbing market share.

Results: New Millennium has moved from the #4 position to #2, quickly evolving from a sub-supplier that spoke only to its direct customers to a new-value leader and preferred partner at the project planning stage, gaining preferred-provider status among key decision makers and influencers.



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Faster to Market

ExpressYard

Challenge: ExpressYard was a start-up technology company struggling to grow in an old-world business. The rail business is traditionally reluctant to try anything new, and railcar repair yards were complacent with software programs that were actually holding back their business. ExpressYard could close the sale if they could get in front of their prospects, but that was the challenge.

Integrated marketing communications: These guys were different, and their brand needed to reflect that. We helped ExpressYard launch their business by aligning their product evolution to the problems (costs) previously overlooked by railcar maintenance facilities. Guerilla marketing tactics for their first appearance at the leading trade show coupled with an eye-catching booth display made the industry take notice. An ad campaign unlike any other in the trade pubs brought awareness to the masses, and a direct mail campaign with relevant messaging to key influencers put this young enterprise on track for success.

Results: Within the first year, ExpressYard realized a 200% increase in customer base with revenue growth up 130%.

The collage features several key marketing assets:

- Posters:**
 - Boost your repair business!** Focuses on performance and productivity gains.
 - Energize your railcar repair operation!** Lists key benefits: 20% increase in overall productivity, 9% increase in revenue per repair bill, 100% improvement in maintenance cost, 90% decrease in month-end billing time, 30% less material handling time, and 50% reduced data input time.
 - Accelerate your railcar repair productivity company-wide!** Lists key benefits: 20% increase in overall productivity, 9% increase in revenue per repair bill, 100% improvement in maintenance cost, 90% decrease in month-end billing time, 30% less material handling time, and 50% reduced data input time.
- Brochures:**
 - Robert, want to know how I reduced my inspection time by 50%?** Features a photo of a worker with a handheld device.
 - Robert, want to know how I added 9% more revenue to each repair bill?** Features a photo of a man giving a thumbs up.
 - Switch to ExpressYard!** Promotes a free computer trial and lists benefits: 20% increase in overall productivity, 100% improvement in maintenance cost, 90% decrease in month-end billing time, 30% less material handling time, and 50% reduced data input time.
- Laptop:** Displays the ExpressYard website interface.

Channel Sales Growth

Tyco – Allied Electrical Products

Challenge: Allied, the industry leader for electrical conduit, wanted to introduce an innovative new way to identify various electrical runs. Allied wanted all contractors to realize there was a time-saving product that would increase the professional look of an installation. The challenge was that all distributors keep the lengthy conduit in the warehouse, out of sight and out of mind, and never in the front-of-counter showroom.

Integrated marketing communications: The centerpiece to this distributor program was an “ear-catching” point-of-purchase display, a wind chime built using sections of the new color-coded conduit. This engaging approach to showcase the new product – in front of distributor counters – was an instant success: Almost immediately, new distributor locations chimed in as the channel expanded to cash in on the sudden demand. Long after the promotional period ended, these displays continue to be a sound investment in brand awareness, as they remain in distributorships nationwide. Ads and direct mail pieces were developed to drive traffic to the channel, and as the product line expanded with additional colors, so did the distributor support.

Results: 8000+ contractors signed up to learn more about our client’s new line of color-coded electrical conduit, providing Allied a database of qualified leads. Over 120 new distributor locations signed on to stock the new product.

True Color™ EMT
Outstanding in the field...

- Datacom
- Fiber Optics
- Power
- Fire Alarm
- Architectural
- Healthcare
- Architectural
- High Voltage

- Quick and easy piece identification
- Hot-galvanized for durability
- E-Z Pull™ interior finish provides a smooth raceway for wire-pulling
- Damage-resistant strength combined with flexibility for easy bending
- Excellent EMI shielding characteristics
- Listed to UL Safety Standard 757 and manufactured to ANSI C90.5

We go to great lengths to reduce your installation time

Allied
TUBE & CONDUIT

E-Z Pull™ EMT The new color-coded EMT is hot-galvanized for durability and has a smooth interior finish for easy wire-pulling. It's also listed to UL Safety Standard 757 and manufactured to ANSI C90.5.

True Color™ EMT True color identification in the field saves time and reduces the risk of error. The new color-coded EMT is hot-galvanized for durability and has a smooth interior finish for easy wire-pulling. It's also listed to UL Safety Standard 757 and manufactured to ANSI C90.5.

Healthcare™ EMT The new color-coded EMT is hot-galvanized for durability and has a smooth interior finish for easy wire-pulling. It's also listed to UL Safety Standard 757 and manufactured to ANSI C90.5.

Architectural™ EMT The new color-coded EMT is hot-galvanized for durability and has a smooth interior finish for easy wire-pulling. It's also listed to UL Safety Standard 757 and manufactured to ANSI C90.5.

High Voltage™ EMT The new color-coded EMT is hot-galvanized for durability and has a smooth interior finish for easy wire-pulling. It's also listed to UL Safety Standard 757 and manufactured to ANSI C90.5.

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Powers

Challenge: Powers wanted their new water-tempering valve and online design tool to make a major splash in the quiet and conservative plumbing engineering market. The products were breakthrough and deserved a program that would have the market talking.

Integrated marketing communications: Water tempering meets wacky jib-jab: Inspired by the conservative image attributed to engineers in general, this character-driven campaign is hosted by a jib-jab animated engineering odd couple to introduce the unique features of the new water valve and online design tool. The unorthodox ad campaign leads plumbing engineers into highly visual, interactive, online demonstrations conducted by the dynamic duo and encourages visitors to immediately register to use of a free valve design tool featuring the new valve.

Results: As of the date of this writing, 9 months into the campaign, the client has experienced a 30% increase in supply fixture sales and a 54% increase in system sales. The loud and quirky marketing communication program continues to attract the attention of plumbing engineers, with over 5,500 designs built to date using the new valve.

