

ANNE KLEIN COMMUNICATIONS GROUP

From Unknown to World Renowned in Under a Year

One in a Series of Award-Winning Solutions

Challenge:

Establish TransTechnology in a leadership position in the global specialty fastener and cargo hoist industries.

Results:

- Following the initiation of a broad business-to-business marketing communications program, sales representatives reported immediate increases in sales interest from customers previously unaware of the scope and breadth of the company's divisions and complementary product lines.
- Employees gained a more complete understanding of the full scope and interrelationships of their company's subsidiaries and their product offerings, encouraging cross-selling and enhancing customer service.
- The company was able to make key acquisitions to round out its product lines. A new high-tech trade show exhibit was selected "Best of Show" on its first outing.

Background:

Although traded on the NYSE and the parent company of a score of manufacturing firms in the specialty fastener and cargo hoist industries, TransTechnology was a virtual unknown. The company needed to be perceived in a global leadership position to continue to grow through worldwide acquisitions, and to attract quality engineers and key executives.

The Campaign:

Based on benchmark qualitative and quantitative research commissioned by Anne Klein Communications Group among customers and employees worldwide, the agency developed: an employee communications program, a customer relationship management program, a corporate newsletter and division bulletins to reach customers with speciality product information specific to their needs.

AKCG designed a new corporate logo and graphic standards manual; created a positioning statement; designed the award-winning, high-tech trade show exhibit; supported the trade shows with sales promotion, media relations and publicity; identified major speaking opportunities; wrote and designed a new corporate brochure for production in English, Portuguese, German and Spanish; developed an information kit and instituted a media relations program; and began a new corporate advertising campaign.

To learn more about how Anne Klein Communications Group can help your organization become a household name and gain the recognition it deserves, please call and ask for Anne Klein or Chris Lukach.