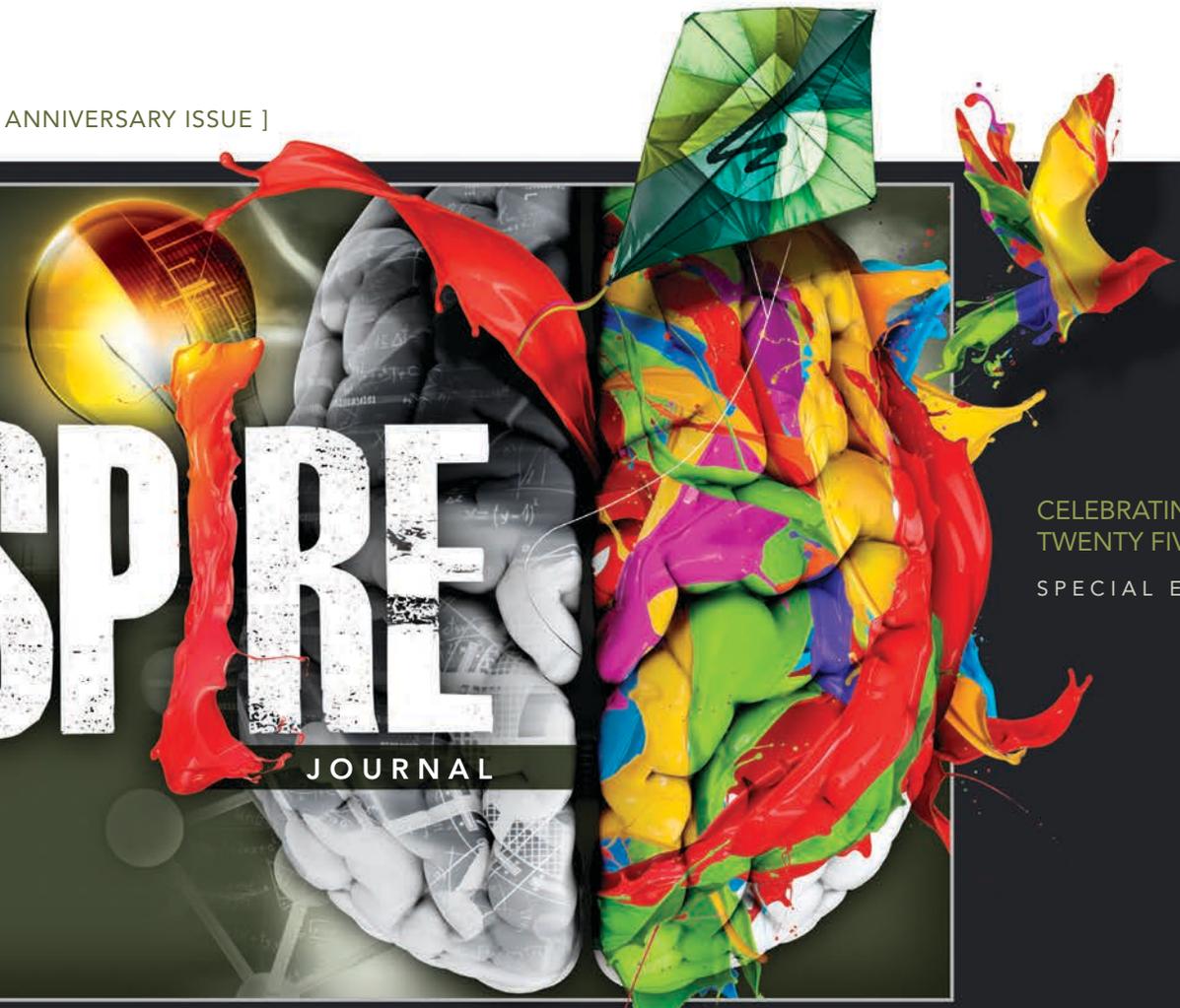


[Q4 . 2013 | VOL 1 | 25 YEAR ANNIVERSARY ISSUE]



INSPIRE

JOURNAL

CELEBRATING
TWENTY FIVE YEARS
SPECIAL EDITION



DEANHOUSTON
INTEGRATED MARKETING COMMUNICATIONS



DEAN HOUSTON
INTEGRATED MARKETING COMMUNICATIONS



Inspire

BY DEANHOUSTON

Successful marketing and branding ideas at work.

This journal is designed to share best practices, strategies, and approaches in industrial B2B marketing communications and branding being deployed by DeanHouston clients. Draw inspiration from the great things these world-class companies are doing to create powerful brands and effective communications around the world.



25 CELEBRATING years

Augmented Reality Content

Some pages of this newsletter are linked to videos and other media which can be viewed through the camera of your cell phone or tablet. To view additional content:

-  Download and launch the free Aurasma application from iTunes or Google. Swipe past the tutorial screens and tap Skip>> to bypass the log-in prompt.
-  Tap the  symbol at the bottom of the screen to bring up the menu, then tap the magnifying glass icon to search Aurasma for "deanhouston". Tap the DeanHouston channel. Tap "Follow".
-  Tap the viewfinder icon, then point your camera at any pages that show this symbol: 

4 Note: Double-tap to make videos full-screen. Double-tap again to close. Single-tap videos/media to visit URL.

On June 15, 2013, **DeanHouston, Inc.** celebrated its 25th Anniversary. Founded on a shoestring budget, beginning with just an idea and no clients, today DeanHouston is a full-service Industrial Marketing Communications firm with 50-plus employees and associates in Cincinnati, Los Angeles, Chicago and an affiliate office in Shanghai, China. DeanHouston's mission is to become totally immersed into the companies we serve in order to help them effectively **increase revenues and net income** by expertly aligning their marketing communications strategies to achieve their business objectives.

We wish to thank our many loyal clients, who, every day, entrust their marketing communications strategies and execution to our talented team. We especially want to thank those of you who have been on this journey with us, virtually from the start: OPW, which we have had the great privilege to serve for the past 24 years; LSI, OPW Engineered Systems and Civacon, which we have been honored to serve for more than 22 and 20 years, respectively; Petro Clear and Luber-finer for more than 15 years, and all the rest who we strive every day to ensure your success. We love what we do. We love being a part of your business. And we love doing whatever it takes to ensure your continued success. Sincere appreciation and our deepest gratitude. Here's to 25 more years!!!

CHICAGO OFFICE



CINCINNATI HEADQUARTERS



LOS ANGELES OFFICE



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CORPORATE OVERVIEW



BUSINESS-TO-BUSINESS MARKETING

INTEGRATED MARKETING COMMUNICATIONS



At DeanHouston, we've spent the past 25 years applying ourselves to the fine art of integrated marketing communications and branding for industrial B2B enterprises. And although over that period of time we have had a ton of fun and success orchestrating countless marketing communications and branding programs for a diverse range of market-leading, world-class companies, it never fails to amaze us how much we continue to learn with every program.

Fundamentally, the purpose of B2B Marketing Communications is to raise awareness of the company brand, support the company's sales

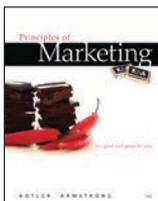
efforts and improve the company's profitability. In order to make this happen, one has to first cut through the communications clutter. One of the most effective ways to do this is through an integrated communications approach. An integrated approach encourages brand identity continuity and a consistent voice across the brand. It also enables one to leverage all communications touch points in a targeted, methodical way.

A valuable tip is to make sure a single identity and message is conveyed across all your marketing communications channels. And although "differentiation" is good...different messages are not, as they will confuse your customers and prospects and can damage your brand(s).

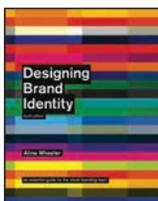
“Integrated Marketing Communications is designed to make all aspects of marketing communications, such as advertising, publicity, promotions, and direct marketing work together as a unified force, rather than allowing each to work in isolation.”



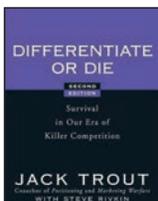
For those of you who love to read, learn and apply best practices – we highly recommend the following three books. They complement each other and could help form the foundation of your next integrated marketing strategy or program! Enjoy!



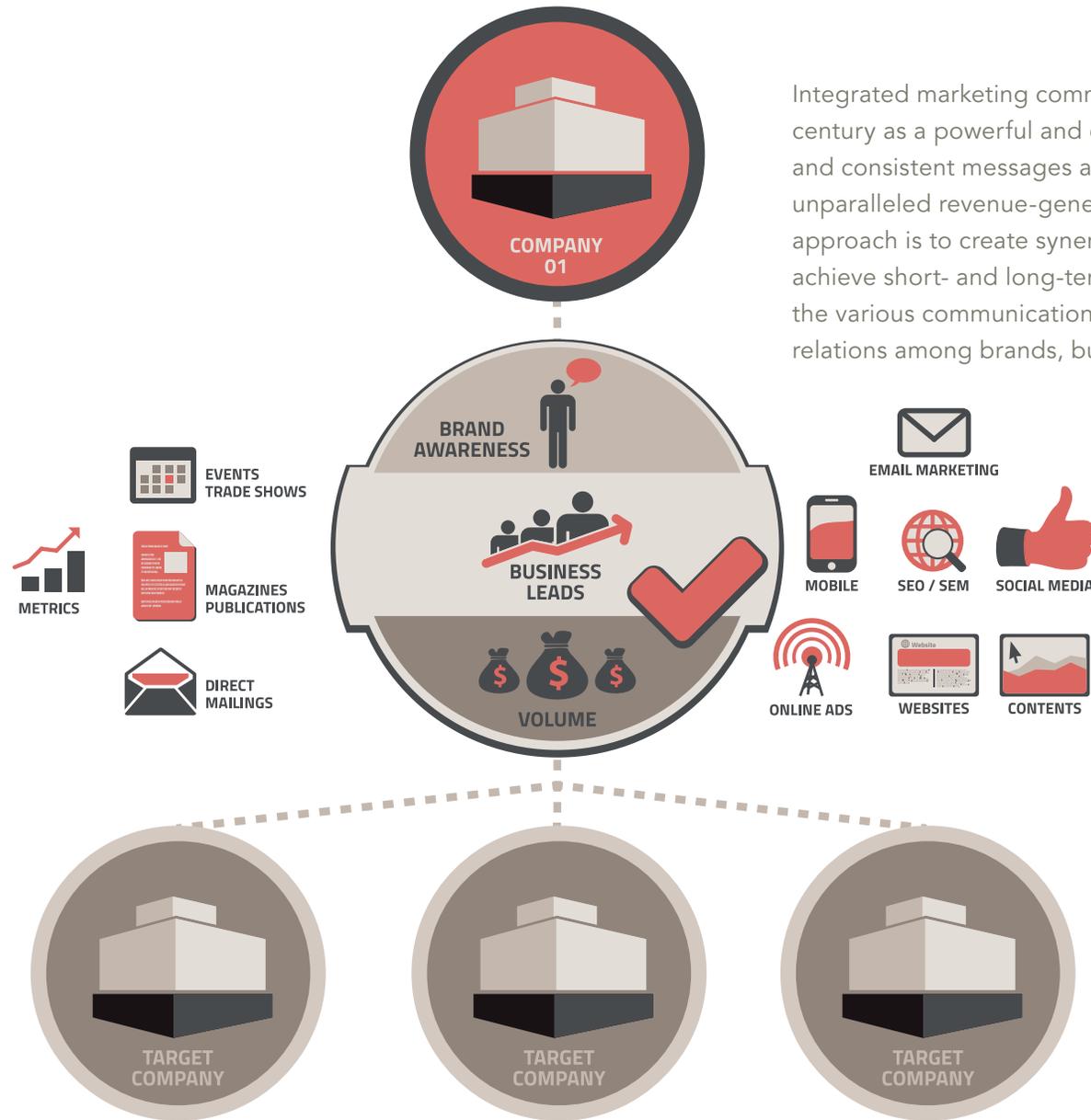
1. **Principles of Marketing – Edition 14**
(Philip Kotler | Gary Armstrong)



2. **Designing Brand Identity – Fourth Edition**
(Alina Wheeler)



3. **Differentiate or Die – Second Edition**
(Jack Trout)



Integrated marketing communications (IMC) emerged during the late twentieth century as a powerful and cost effective marketing approach for creating coordinated and consistent messages across various channels of communication – and driving unparalleled revenue-generating business results. In fact, the primary aim of an IMC approach is to create synergy among the different marketing elements in order to achieve short- and long-term returns. Other benefits include greater consistency among the various communication messages and functions, cost savings, easier working relations among brands, business units and departments in multi-brand organizations.

IMC does not mean that an organization should only work with one message or with a single unifying brand. Rather, an integrated approach encourages managers to work with multiple targets and enables them to achieve integration of different brands, communication messages, and functions within one company, without confusing customers.

In 2005, Jerry G. Kliatchko, Vice President for Academic Affairs and Corporate Communications at the University of Asia and the Pacific (UA&P) and also Assistant Professor on IMC at the UA&P School of Communications, introduced the now universally accepted definition for Integrated Marketing Communications:

“IMC is the concept and process of strategically managing audience-focused, channel-centered, and results-driven brand communication programs over time.”

The “father of integrated marketing”, Don Edward Schultz, Professor Emeritus of Service at Northwestern University's Medill School, once described IMC in the following way: [IMC is a] concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines – general advertising, direct response, sales promotion, and public relations – and combines these disciplines to provide clarity, consistency, and maximum communication impact.

IMC is a process that encourages message integration and consistency, thus facilitating the interpretation of information for customers. Organizations that possess a corporate brand, multiple product brands (or business unit brands), and multiple channels to market should be implementing an IMC approach. By implementing an IMC approach, the customer will understand the different information and will not be confused by the vast amount of it being delivered across all the different types of media and brand touch points. However, if companies (particularly multi-brand companies) disregard IMC, and different messages and brand identities are not delivered in unison, it may lead to an incoherent brand image which can negatively influence buying and recall behavior.

¹ SOURCE: Kliatchko, J. (2005) Towards a new definition of integrated marketing communications (IMC). *International Journal of Advertising*, 24 (1), 7–33.

² Integrated marketing communication by Philip J. Kitchen and Inga Burgmann, Wiley International Encyclopedia of Marketing, edited by Jagdish N. Sheth and Naresh K. Malhotra. Copyright © 2010 John Wiley & Sons Ltd, (Caywood, Schultz, and Wang, 1991b: 2-3).

For more in-depth reading on the subject of Integrated Marketing Communications as a strategic weapon, you can download the following excellent papers online:

- [Revisiting the IMC Construct, A revised definition and four pillars](#)
By Jerry Kliatchko,
University of Asia and the Pacific
- [Integrated Marketing Communication](#)
By Philip J. Kitchen and Inga Burgmann
Wiley International Encyclopedia of Marketing

On pages 10-15 and pages 16-19 we will examine two different Integrated Marketing Communications Case Studies:

- [Multi-brand: Dover's Pump Solutions Group](#)
- [Single-brand: Luber-finer, a FRAM Filtration brand](#)



CREATING



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DOVER'S PUMP SOLUTIONS GROUP A UNIFIED BRAND



AN INTEGRATED MARKETING COMMUNICATIONS APPROACH

In 2007, Dover Corporation reorganized its portfolio of six independent pump companies into a single pump group to form PUMP SOLUTIONS GROUP (PSG).

Up until the time of this consolidation, each pump company marketed itself as a Master Brand and owned a leadership position in the niche markets it served.

The long-term business strategy of the group was to create a unified, global pump solutions force capable of delivering greater overall value to customers, employees, channel partners and shareholders by leveraging scale and scope through operational, talent and marketing synergies.

Dover's Pump Solutions Group (PSG®) is the global leader in positive displacement pump and supporting technologies for the safe, efficient and reliable transfer of critical and valuable materials. PSG is a fully integrated company with worldwide scale, global distribution and considerable financial strength.

DOVER'S PUMP SOLUTIONS GROUP

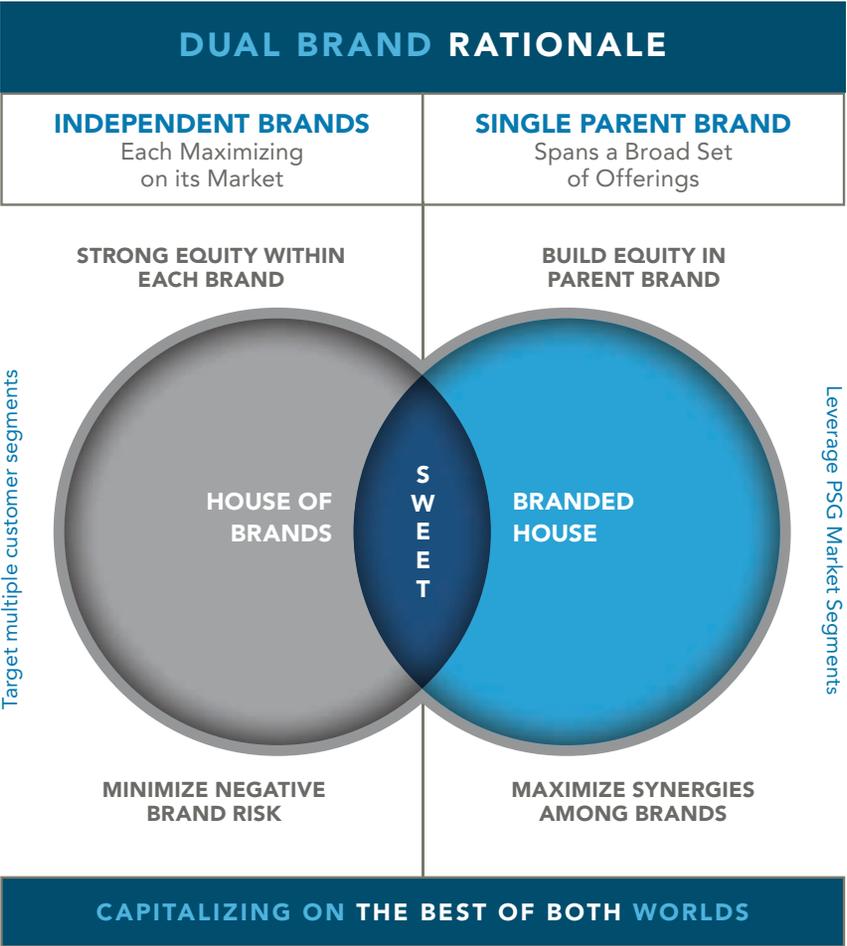
DUAL BRAND STRATEGY

An important part of this strategy was to create a unified global brand while simultaneously preserving the integrity of the company's individual product brands in the niche markets they served. In order to communicate a unified brand for PSG and at the same time preserve the marketing integrity and autonomy of the individual brands, it was necessary to develop a dual branding strategy plan.



INDEPENDENT BRANDS

SINGLE PARENT BRAND



By developing a unified brand identity program that allowed PSG to capitalize on the unique sweet spot it possessed between a “branded house” and a “house of brands” – the company could continue to maximize the impact of its niche brands while building equity (brand relevance and meaning) in the PSG parent brand.

In order to effectively communicate this dual brand strategy to the world, an integrated marketing communications plan had to be created and executed for the parent brand (PSG), and independently for each of the individual

BRAND ARCHITECTURE

PSG INT'L	OP-CO BRANDS	SUB BRANDS
 PUMP SOLUTIONS GROUP A DOWCORNING COMPANY ASIA <ul style="list-style-type: none"> • China • India 	 Part of Pump Solutions Group A DOWCORNING COMPANY	QUATTROFLOW
	 Part of Pump Solutions Group A DOWCORNING COMPANY	SYSTEM ONE ABAQUE EBSRAY
 PUMP SOLUTIONS GROUP A DOWCORNING COMPANY EMEA <ul style="list-style-type: none"> • France • Germany • Switzerland 	 Part of Pump Solutions Group A DOWCORNING COMPANY	
	 Part of Pump Solutions Group A DOWCORNING COMPANY	ENVIROGEAR REDSCREW MAAG INDUSTRIAL PUMPS MAAG AUTOMATIK MAAG PUMP SYSTEMS MAAG FILTRATION
 PUMP SOLUTIONS GROUP A DOWCORNING COMPANY NORTH & SOUTH AMERICA <ul style="list-style-type: none"> • United States • Brazil 	 Part of Pump Solutions Group A DOWCORNING COMPANY	
	 Part of Pump Solutions Group A DOWCORNING COMPANY	FLUID DYNAMICS
	 Part of Pump Solutions Group A DOWCORNING COMPANY	

pump brands. All of the plans had to work in unison, and each had to tie back to the PSG brand platform and corporate marketing plan. *With this approach, PSG would be able to operate as a single unified group when it was advantageous to do so, or act as independent brands when it was competitively more advantageous to do so.*



PUTTING IT



ALL TOGETHER

DOVER'S PUMP SOLUTIONS GROUP

PSG needed to act, look and communicate as a unified "family" and the integrated marketing communications approach ensured that it could consistently present itself as "one company" with "one voice" across myriad global and niche markets, channels and communications fronts with complete effectiveness.

Launched at the Achema Show in Frankfurt, Germany, at the end of 2012, the entire multi-brand conversion took less than 12 months from strategic development to the full-scale launch, including the internal branding program, and external branding and communications – everything from a unified global web portal, trade show presence and global advertising and publicity plan to a comprehensive array of sales support tools.



“...the market indicated that it valued customer service above any other industry attribute...”



A HEAVY DUTY BRAND ON THE MOVE

AN INTEGRATED MARKETING APPROACH



Since 1936, Luber-finer has commanded a leadership position in heavy-duty filtration. But after 75 years, the brand had begun to look dated, tired and “less than happening.”

An integrated branding and marketing communications program was implemented to help bring the brand into the 21st century.

The brand resurrection process began with an executive management “purpose-and-strategy” session, followed by an in-depth internal assessment (>80 participants) and an external assessment (>400 customer / distributor participants) that included a 50-participant VOC.

From the learning gained in these sessions, a value proposition was uncovered and a brand position was established, along with a positioning statement that accurately reflected 1) the true essence of the brand – its core values, character and personality, and 2) the unique position the brand owned in the minds of

existing and prospective customers that no other company in the industry either owned, was known for, or occupied, other than Luber-finer.

During this process, it was discovered that while the company believed its competitive advantage was the quality and performance of its products, the market indicated that it valued customer service above any other industry attribute, and that Luber-finer, in a competitive comparison study, scored significantly higher than any of its competitors on this attribute. In fact, because of its Operational Excellence value discipline, it excelled at going the extra mile for its customers, and was built to deliver a higher level of customer responsiveness, flexibility, and on-time deliveries than any of its competitors. To this end, we created the brand positioning line: **Built To Do More™**. This positioning line conveyed a personality that not only resonated with customers in a meaningful way but also expressed a believable message that the company AND its products were both built to deliver more value in more ways than any other heavy-duty filtration brand.

An integrated marketing communications program was developed around a brand theme of “going the extra mile for our customers.” **Extreme-case customer success stories were developed that illustrated where Luber-finer people and products went the extra mile to deliver unparalleled customer satisfaction!** From the Ice Road Truckers to the Deadliest Catch, customers across an impressive spectrum of markets and applications volunteered to tell their Luber-finer stories.

As part of the integrated marketing communications approach, a progressive new brand identity was developed, along with an aggressive print and electronic publicity campaign supported by a multi-media advertising campaign, social media campaign, YouTube video campaign complete with customer testimonials, on-the-trade-floor interviews and a series of installation videos.

The program also included technician training and certification programs, new tradeshow booths and graphics, quarterly newsletters, a new global website, brand affinity programs, special distributor and technician incentive promotions, a special “change-over” program and distributor business-building programs designed to reward

those who do more. Additional communications support, all running simultaneously, included a distributor counter awareness and window signage program, tailored consultative solutions-selling tools, technical proof documents, a phone app that allowed for product look-up and distributor locator, and an online digital resource library.

In a methodical rollout that began with the development of a brand program booklet for distribution to all employees and channel partners at pre-launch town hall meetings, the brand presented a unified communications front across virtually every media channel in the industry to reinforce the message that it was a “happening brand... on the move!” To great fanfare, the program was introduced at the industry’s marquee tradeshow, AAPEX in Las Vegas, Nevada. On site, social media was leveraged to provide two-way communications to the industry about the brand and what was happening at the booth. A 36-month, fully integrated communications plan was developed and is being implemented to ensure maximum brand and messaging exposure across the heavy-duty industry. From the initial internal / external assessments to the full-scale launch took approximately 6 months.

1. CORPORATE REBRANDING | 2. REDESIGNED WEBSITE + iPHONE APP | 3. REBRANDED PRODUCT BROCHURES | 4. CASE STUDY LITERATURE | 5. TRADESHOW GRAPHICS

LUBER FINER

BUILT TO DO MORE™

1.



2.

3.

4.

5.





COMPELLING KEY
ART CREATED BY
DEANHOUSTON'S DESIGN
TEAM SPECIFICALLY FOR
PRESTONE COMMAND NEW
PRODUCT LAUNCH



NEW PRODUCT LAUNCH

PRESTONE[®] COMMAND[™]

ANYWHERE. ANYTIME. ANY ENGINE.[™]



APPLYING AN INTEGRATED
MARKETING APPROACH TO
A NEW PRODUCT LAUNCH



ANYWHERE. ANYTIME. ANY ENGINE.™

Prestone® invented antifreeze and today is the bona fide leader in this consumer automotive goods category. Despite its position, the company had no presence in the world of heavy duty.

To that end, the company's chemical geniuses created a patented new Antifreeze/Coolant – called Prestone® COMMAND™ – specifically formulated for today's modern heavy-duty engines and coolant systems.

Effectively introducing this new product into uncharted heavy-duty territory required an integrated branding and marketing communications approach consisting of both push and pull strategies.



ANYWHERE. ANYTIME. ANY ENGINE.™

1.



2.



3.



4.



5.



6.



THE PRIMARY EMPHASIS WOULD BE ON WAREHOUSE DISTRIBUTORS, ORIGINAL EQUIPMENT SERVICE CENTERS, FLEET OWNERS AND FLEET MAINTENANCE PERSONNEL.

FROM THE INITIAL CONCEPT STAGE TO THE FULL-SCALE LAUNCH: **60** DAYS

- 1. MICROSITE | 2. WHITE PAPERS | 3. TRADE MAGAZINE ADS
- 4. INCENTIVE BROCHURE | 5. TRADESHOW GRAPHICS
- 6. 3D APPLICATION POSTER



THE CORE STRATEGIES INCLUDED:

- 1) Leveraging existing Prestone® brand equities and associations to help position Prestone® COMMAND™ as THE leader in the Heavy-Duty space. Baseline brand attributes would include leveraging Prestone’s heritage of:
 - Brand Trust – as the world’s most trusted coolant brand in light duty applications, we would leverage the “halo” effect to connect this trust to Prestone’s heavy-duty offering
 - Brand Quality – we would provide credible proof and reasons to believe that Prestone COMMAND is “better than OE quality” in HD applications
 - Brand Reliability – Rest assured...Prestone® has a reputation for working as promised

- 2) Position Prestone COMMAND as the “Preferred Coolant for Heavy-Duty Applications – Reliable Asset Protection You Can Trust When It Matters Most.” This was accomplished through a combined ad series and publicity success story campaign that created the immediate perception of Prestone COMMAND as THE coolant that could handle ANY heavy-duty condition.

3) Campaign Strategy

- Build Brand Awareness – compelling visual ads with strong value propositions; high frequency trade ad schedule; launch at high profile industry event (Duration: 3-4 months)
- Create Perception of Brand Preference – as the campaign unfolds, the idea is to transition as soon as possible into a case study showing fleets (from one condition or geography extreme to the other) that have converted over to Prestone COMMAND. The case studies would be multi-purposed into a full range of media and publicity tools (e.g., articles, ads, newsletter stories, email blasts, YouTube videos where applicable, social media fodder, etc.)
- Provide Compelling Proof of Claims (Reasons to believe) – to support the emotional beliefs and buy-in, proof documents and videos to illustrate test objectivity and how tests were conducted for validity to support the claims that Prestone COMMAND was better than OE quality.
- Educate – establish Prestone as THE resource for HD Coolant knowledge and information



EXTENDED SERVICE INTERVAL TECHNOLOGY
 SCA FMC CHANGED
 1. For 2014 extended service interval technology
 2. For 2014 heavy duty engine
 3. Compatible with 2014 conventional heavy-duty coolant and non-release flow technology
 4. Product not for use in conventional applications



4) Integrated Marketing Communications Tactics

- **New Product Name** – Prestone COMMAND – designed to express that with the new patented and advanced formulas Fleet Managers can now be in complete “command” of their valuable heavy-duty fleet assets no matter the conditions they face.
- **New Product Logo** – tough, rugged, heavy duty expression
- **New Expressive Tagline** – Prestone Command gives you “command” over and optimum protection under any condition – Anytime. Anywhere. Any Engine™! – from the rippling heat of Death Valley to the stone cold stretches of the Arctic, and all points in between.
- **New Brand Image** – professional, progressive, heavy-duty, expressive, attention getting, informative.
- **New Packaging** – professional, progressive, heavy-duty, expressive, attractive, informative.
- **New Ad Campaign** – two targeted audiences: 1) Fleet Managers 2) Heavy-Duty Warehouse Distributors
- **"Ask the Expert" Column** – in key industry publications to establish Prestone as the experts in HD antifreeze/coolant.
- **New Website** – prestonecommand.com
- **New Tradeshow presence** – progressive brand expression with a new booth, new graphics (backdrop wall, header graphic, retractable banner stand, reception desk front panel, 6' table skirt with full color graphic)
- **Publicity Program** – aggressive monthly schedule in ALL trade publications (press releases, articles, case studies, product showcases, etc.)
- **Press Conference** – live at the HDAW Tradeshow to announce the launch
- **Press Kit** – containing press releases, data sheets, sell sheet, FAQs
- **Preferred Customer Breakfast Hospitality Suite** – to provide preferred customers a “VIP Introduction” to the new products before the HDAW tradeshow opening
 - Special Kindle gift for the first 30 Customer RSVPs to the event
 - New product presentation – Sales Manager
 - Technical clarity presentation – Expert scientist behind the formula
- **HDAW Tradeshow Sponsorships & Show Product Showcase**
 - Special center aisle Showcase highlighting new products
 - “Networking Luncheon” Sponsorship
 - “Product Expo Refreshment Area” Sponsorship
- **New Social Media Sites** (released during the HDAW Show) include: Command YouTube Channel, Twitter, Facebook and LinkedIn
- **Sales Presentations** – series of Selling Story presentations focused on the true differentiating points of value and educational insights
- **New Sales Sheet** (Multilingual) – two-sided sell sheet providing a value proposition summary and product lineup
- **Data Sheets** (Multilingual) – detailed technical data on each product
- **White Paper Series** – to provide vital and objective educational information on antifreeze/coolant to fleet managers, technicians and distributors.
- **Distributor Counter Sales Tools** – included Wall posters, Door / Toolbox decals, Counter mats (with interchangeable inserts), Wall clock and counter stools
- **Animation/Video** – to express the brand essence and value proposition of the new products: <http://youtube/ItfESNRkDQM>
- **Special Incentive Program** (Prestone Command Performance)
 - REWARDS program – Merchandise and travel giveaway
 - Targets: WD Owners, Fleet Sales Personnel, Counterman

LOYALTY-BUILDING



HELPING DISTRIBUTORS SUCCEED BY TEACHING THEM BUSINESS STRATEGIES

When the car wash industry was turned on its head by the consolidation of two industry giants, PDQ distributors were faced with a business-threatening dilemma.

Rather than sit back and hope their distributors could figure out how to save their businesses, PDQ stepped in and offered a series of Strategic Business Planning seminars to help provide expert guidance.

As part of Dover Corporation, a multi-billion dollar global conglomerate, PDQ is part of an incredible organization that invests wisely in highly effective strategic business planning and marketing best practices. Realizing their success was directly tied to their distributors' successes and long-term business sustainability, PDQ created a series of Strategic Business Planning Webinars, conducted by Barry Wolfson, a well respected business strategy consultant. These online educational workshops were delivered in sequential order to build one lesson upon the next. The sessions were entitled:

- **Begin at the Beginning** – Take a critical look at your business within the context of its operating environment
- **Create Sustainable Competitive Advantage** – Develop strategies that capitalize on your strengths, minimize the effects of your weaknesses and fully exploit your market opportunities
- **Just Do it** – Turn your business vision into reality through a systematic process of implementation

Conducted once every two weeks, this three-class series was widely attended and provided a message of caring and enormous goodwill to PDQ's distributors. It provided PDQ an opportunity to significantly deepen its relationship with its distributors by stepping up and demonstrating sincere loyalty and true partnership. Unique. Educational. Rewarding. This approach told the PDQ customer – "we care more about you and our long-term relationship than short-term transactions." Customer loyalty building at its very best.

GET READY TO EXPERIENCE A SHIFT IN

PERFORMANCE

APPLYING AN INTEGRATED MARKETING APPROACH TO A NEW PRODUCT LAUNCH

Following the success of its new integrated unified brand launch, Dover's Pump Solutions Group elected to apply the same approach to launching its innovative new Wilden Air Double Diaphragm pump technology, the Pro-Flo® SHIFT.

This was no ordinary new product launch. It was a multi-faceted integrated marketing communications campaign designed specifically to thrust this revolutionary pump technology into the hearts and minds of pump experts and to significantly raise the bar in the pump industry with respect to new product introductions. The Wilden Pro-Flo SHIFT integrated new product launch required approximately 12 months of strategic marketing planning, preparation and execution! It is a product launch unlike any other.

The Pro-Flo SHIFT pump features breakthrough innovation that controls air and energy consumption for air-operated double-diaphragm (AODD) pumps. This system saves on energy costs by consuming significantly less air than competitive pumps while maintaining high flow rates.



CE

A comprehensive launch and rollout strategy was developed in its entirety and then, beginning in June 2012 with the release of a "teaser video" featuring a boxer training in the shadows determined to achieve greatness, the new product began its methodical rollout. The launch "build up" would stretch over the ensuing 12-month period, specifically orchestrated to create optimum buzz, anticipation and excitement for pump industry distributors, customers and media editors. Fully 12 months after that mysterious pugilist boxer was introduced to the world, Wilden released Pro-Flo® SHIFT to incredible fanfare on June 12, 2013.

In the months preceding the launch, Wilden brought distributors to its facility in Grand Terrace, CA, showed them the compelling boxer video and provided them a series of live lab demonstrations. Additionally, key channel partners from the Americas, Europe and Asia were given a sneak peek at the integrated marketing materials and given a chance to respond on camera to the lab test demonstrations. These interviews ultimately became recorded testimonials; that is, expert opinions about the new SHIFT technology.

"The Pro-Flo SHIFT launch was the most impressive product release that I have ever seen from any pump company...ever."

— Denny L. Buskirk – Managing Director of Wilden Pump and Engineering, LLC



Live Demo for Distributors

Efficiency Comparison Brochure

Wilden VS ARO
 Pro-Flo SHIFT vs. ARO EXP Series

In controlled laboratory testing witnessed by a panel of engineers, pump experts, and industry professionals, competitive pumps were tested and judged against the revolutionary patent pending Pro-Flo® SHIFT. The witnesses were asked to select a common operating parameter they see in the field (2.1 bar (30 psig) fluid head pressure and a flow requirement of 320 lpm (85 gpm)). We ran each pump at the inlet air pressure required to meet the flow requirement set by the witnesses and recorded the air consumption. We think you'll find the results compelling.

41% REDUCTION IN AIR CONSUMPTION

	Wilden® Pro-Flo® SHIFT	2" ARO® EXP Series
Air in SCFM	42.6	71.6
Flow (lpm)	320	320
Fluid (pumped) per SCFM (used to judge efficiency)	7.53 lpm (2.00 gpm)	4.87 lpm (1.18 gpm)
Efficiency	81%	60%
Air consumption increase over Pro-Flo® SHIFT	-	69%
Annual savings (at 10 gpm)	\$90,000 - \$18,000	-
Increase in productivity by using Pro-Flo® SHIFT versus the Competition	69%	-

69% INCREASE IN PRODUCTIVITY VS. THE COMPETITION USING THE SAME COMPRESSOR

PERFORMANCE

Make the SHIFT to Pro-Flo® SHIFT and Experience

- Higher productivity with reduced energy
- Easily reduce your carbon footprint
- Additional product yield offers great capacity and scalability
- Proven Pro-Flo technology
- ATEX compliant
- No additional setup or hard to read curves

WILDEN
 Part of Fluor Dynamics Group

wildenpump.com

<http://www.profloshift.com/video/head-to-head/aro-exp>

See the proof at

\$4,805 ANNUAL SAVINGS PER PUMP

PRO-FLO® SHIFT STRATEGIC MARKETING

SUPPORT

The Pro-Flo SHIFT launch leveraged an integrated marketing communications approach that has been widely recognized as a knockout punch for the company and this revolutionary new product.

PRINT COLLATERAL:

4 Brochures:

3 rebranded product brochures for AODD pump models included in SHIFT launch and a competitor efficiency comparison brochure.

3 Flyers:

Sales flyers promoting key benefits and features, including a focus on energy efficiency and performance.

Double-Sided Promotional Posters:

Poster-sized versions of two of the sales flyers for use by distributors.

6 Engineering, Operations & Maintenance (EOM) Manuals, and Specification Sheets:

An EOM and a Specification Sheet were created with technical information for each size and series of the SHIFT pumps.



VIDEO:

"Coming Soon" Teaser Video:

A Wilden video announcing a "shift" in the AODD pump industry.

8 Head-to-Head Test Lab Videos:

Showed distributors and industry experts reacting to side-by-side tests of the SHIFT versus its competitors. Videos were strategically teased prior to the launch.

12 Testimonial Videos:

These videos featured distributors and industry experts reacting to and discussing the Pro-Flo SHIFT after seeing it in action.

How It Works Video:

Animation video with narration defining how the revolutionary new technology works.

MEDIA / PUBLICITY:

8 Email Blasts:

A variety of email blasts were created and sent to distributors and PSG employees announcing the Live Launch, webinars and official release of the SHIFT.

Press Release:

Officially sent to the trade press following the Live Launch, the press release was translated into five languages (English, French, Dutch, Portuguese and Mandarin).

2 White Papers:

"Shifting Your Perception of AODD Pumps" was released just prior to the launch and will find placement in multiple applicable trade journals in the first year of the product's life on the market.

Press Kit:

All supporting publicity content was loaded onto a unique USB drive in the shape of a SHIFT air control spool and sent to international trade media inside a custom-built box.

13 Magazine Ads:

Promoted campaign in a variety of industry magazines.

Live Launch Press Conference:

Our video production crew broadcast a live press conference to announce the launch of the Pro-Flo SHIFT. The event was "streamed" over broadband internet to allow a global audience to view and interact with the participants in real time. This type of live event had never been done in the pump industry before and set an elevated tone of importance and immediacy. Hosted by PSG VP of Marketing Walter Bonnett, it also included a live head-to-head demonstration hosted by Greg Duncan, Wilden Director of Business Development, and Carl Glauber, Wilden Engineer for the Pro-Flo SHIFT technology. Approximately 30 industry trade editors from around the world attended the event.

3 Distributor Webinars:

Three (3) webinars were held for global distributors, with each one focused on the Americas, Europe and Asia, specifically. Over 300 distributors signed up for the webinars.

ELECTRONIC TOOLS:

Microsite:

A microsite was launched in support of the Pro-Flo SHIFT. This included an in-depth video database of distributor testimonials and tools, as well as downloadable marketing collateral.

iPad APP:

An iPad app was created as a consolidated resource for all SHIFT marketing collateral.

Plant Assessment Calculator:

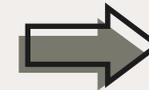
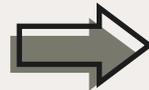
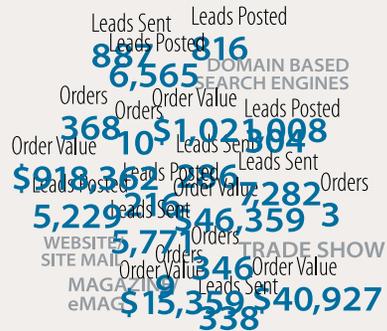
A Plant Assessment and Energy Savings Worksheet was created as a sales tool to help an end user assess operational costs and potential savings.

Social Media:

A strategic pre-launch plan was developed that included posting content teasers 45-60 days in advanced of the launch, rolled out across Wilden and PSG social media channels (LinkedIn, Facebook, Twitter and Google+) with applicable hash tags to ensure maximum visibility in the twitterverse.

HICS

THE VISUAL SHORTHAND FOR COMMUNICATING COMPLEX INFORMATION QUICKLY AND CLEARLY



The proliferation of digital devices and raid messaging technologies has served to make the world of communications a very cluttered and noisy space. Cutting through the noise and clutter is a big challenge.

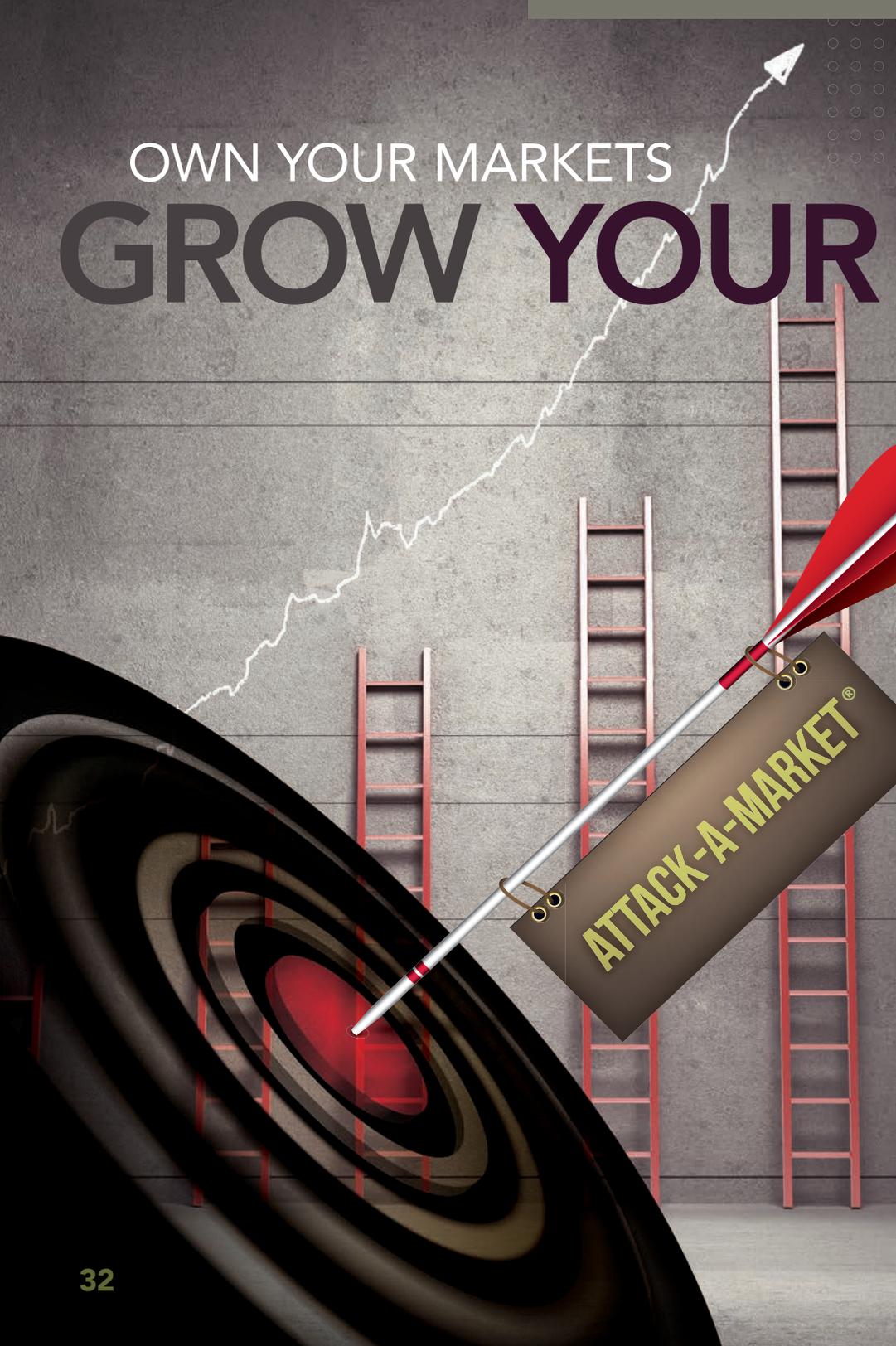
Information graphics or “infographics” are gaining traction as the visual shorthand for communicating complex information, data or knowledge quickly and clearly.

Beyond the visual appeal, infographics optimize information for rapid comprehension and are proven to increase retention of information. Infographics are interesting, engaging, informative and aesthetically appealing. They attract attention and cut through the clutter.



Wilden, OPW Fuel Management Systems and Norris Production Solutions are utilizing infographics to cut through the communications clutter and effectively deliver complex messages in simple to understand ways.

OWN YOUR MARKETS GROW YOUR BUSINESS



NARROW YOUR FOCUS TO WIN

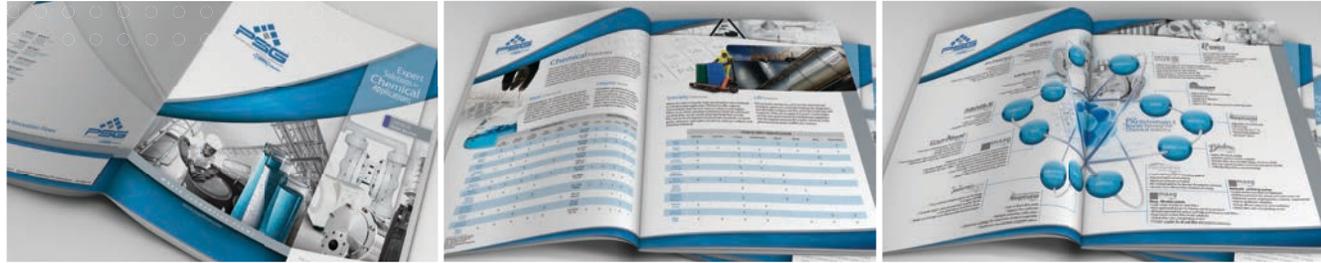
Logic may suggest that you will grow faster by targeting a broader, general market, but the reality is, quite the opposite is true. A comprehensive study conducted by Bain & Company concluded that a narrower focus and concentration of resources on a single core market, segment or application allows you to own it and proves to be the most traveled road to sustained, profitable growth.

Depth of expertise provides the competitive difference and has proven to be a more effective strategy than breadth. In fact, the deeper one can go, the more difficult it becomes for others to compete with you.

Over the past three years, OPW Fluid Transfer Group, Dover's Pump Solutions Group and FRAM Filtration's Luber-finer have each narrowed their focus and have attacked the Shale Oil & Gas market with a vengeance. Each of these companies has experienced tremendous success in this market by deploying a tightly focused, integrated marketing program called an Attack-A-Market® Program (AAM).

Attack-A-Market® is a registered trademark of DeanHouston, Inc.

FOCUS ON KEY MARKETS = REVENUE GROWTH



The AAM® program inspires sales teams, enlightens and motivates channel partners, and provides a comprehensive arsenal of weapons to conquer the desired market. For the Shale Oil & Gas market, the typical weapons include:

- Distributor/Sales Team Market
- Education & Training Guide
- Electronic Education & Training CD
- Interactive Presentations (Tablets / Mobile Apps)
- Animations & Videos
- Market Overview Posters
- End-User Product Brochure
- End-User PowerPoint Program
- Competitor / Technology
- Comparison Guides
- Publicity
 - Press Releases
 - White Papers
 - Articles / Success Stories
 - Email Blasts
 - Newsletters
- Bimonthly market IQ/Trends Reports
- Market-Specific Trade
- Advertisements
- Market-Specific Tradeshow Presence
- Micro Website
- Key Buying Influence Contacts/Lead Lists – by market segment role
- Lead Management Tools

An AAM®:

- Focuses on a key market, segment or application
- Provides vertical market education and training to sales and customer service personnel and distributor partners
- Creates an expert knowledge base of company sales personnel and channel partners
- Provides evidence of the scope of the opportunity
- Targets key buying influences
- Delivers precision-focused communications
- Generates optimum brand awareness & preference
- Delivers measurable results

ATTACK-A-MARKET® PROGRAM FORMULA FOR SUCCESS



DEFINE OPPORTUNITIES SEGMENT MARKETS

ATTACK-A-MARKET® FOCUS TO WIN



CHEMICAL PROCESS

6%

- General Chemical
- Paint & Coatings
- Soap & Detergents
- Petrochemical



ENERGY

6%

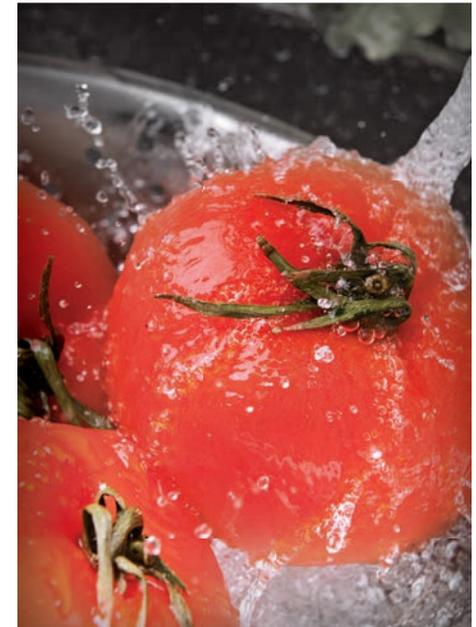
- Upstream Oil & Gas Production
- Power Gen
- LPG
- Fuels



WATER / WASTEWATER

7%

- Industrial Water
- Wastewater
- Water



HYGIENIC

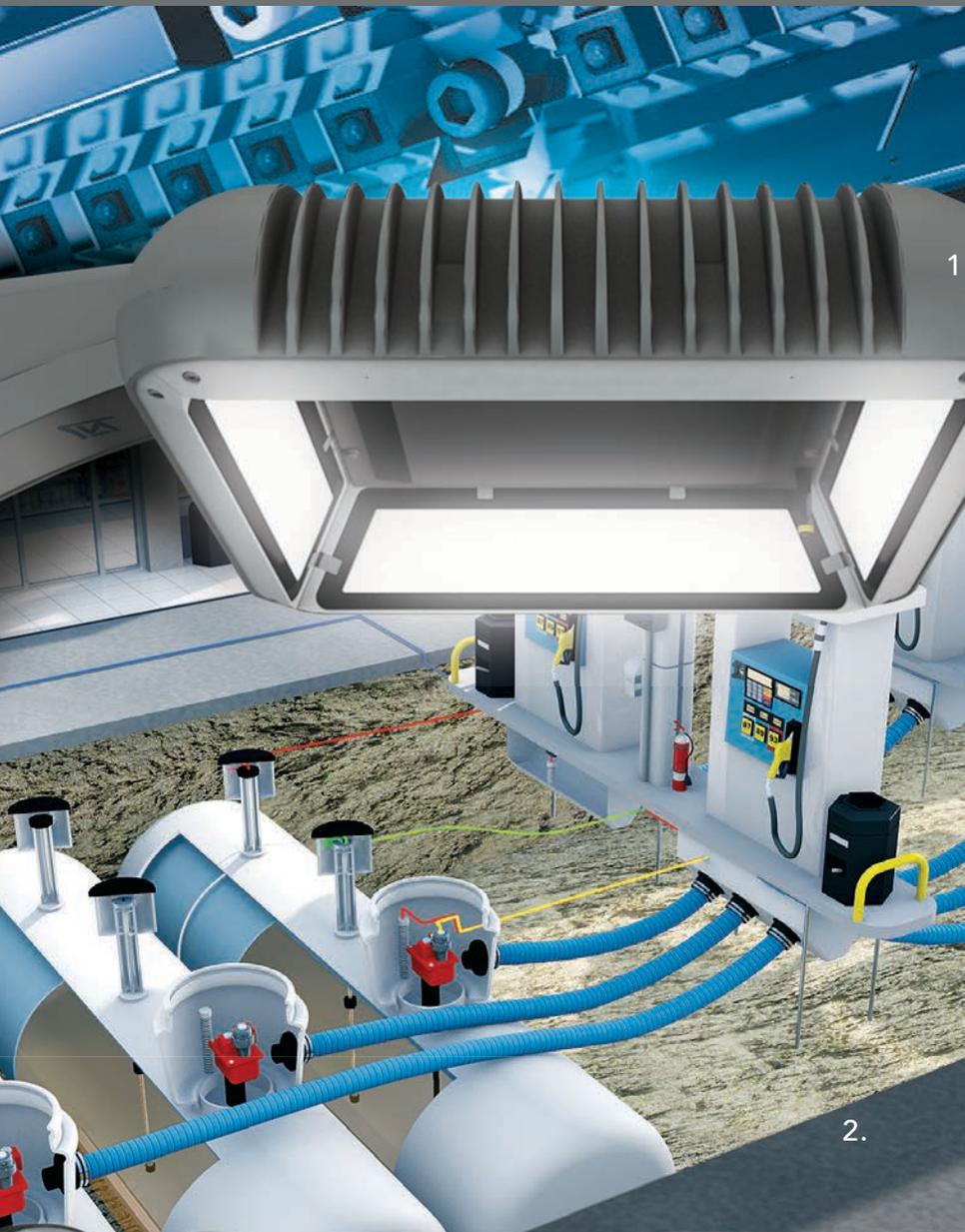
6%

- Food & Beverage
- Pharma
- Bio-Pharma
- Personal Care

■ Markets

■ Sector Growth

● Primary Segments



VIRTUAL WORLDS &

THE UNIVERSAL LANGUAGE OF TECHNICAL PRODUCTS MARKETING

In the world of technical products marketing, seeing is believing, understanding and experiencing. Today, marketing-astute companies understand that complex concepts become more easily digested when reduced to imagery. These companies are leveraging advancements in 3D rendering and animation technologies to create highly realistic, technically precise virtual worlds, systems and product demonstrations. This helps provide clear and concise insights into the markets and applications they serve and highlights the unique features and functionalities that give their systems and products defensible differentiation and customer value.

3D rendering and animation prevail above all other forms of communication for their ability to visually simplify and provide unparalleled clarity to perceived complex market, application and/or product features and functionality that until recently could not be shown, only verbally described. This process of amplification and simplification is an effective aide that accelerates understanding.



PRODUCT ANIMATIONS



LSI Industries is in the rapid pace world of high technology lighting with a new product pipeline that is second to none. Ultra realistic 3D animations enable LSI to go inside the abstract dimensions behind the science of lighting to present distinctive (and in most cases patented) concepts, benefits and features of their sophisticated luminaire innovations to customers faster than ever before.

OPW utilizes 3D animation to reveal the underground world of a fueling operation and its fascinating environmental protection products – products that, though unseen by human eyes, must (and do) perform flawlessly each and every day.

FRAM Filtration leverages 3D rendering to create stunningly accurate and realistic filter images to highlight the unique attributes of its technologies.

OPW EMEA used 3D animation to launch its new AVANCE Nozzle in Europe. It was delivered on an iPad and across its YouTube Channel to inform customers of the unique benefits and features of this innovative product.

Dover Corporation utilized 3D animation to communicate to shareholders the many applications addressed by its Energy Segment operating companies in the world of oil & gas discovery, production & completion, processing, transport & distribution and retail & commercial fueling.

1. LSI INDUSTRIES: 3D ANIMATION
2. OPW: 3D ANIMATION
3. FRAM FILTER: 3D CUTAWAY ILLUSTRATION
4. OPW AVANCE NOZZLE: 3D ANIMATION
5. DOVER CORP: 3D ENERGY ANIMATION



4.

INNOVATIVE THINKING



5.





THE MAGIC OF CONFIGURATORS

SiteGenie™

OPW'S NEW PROPOSAL GENERATOR SYSTEM

OPW, the global leader in fluid handling solutions, recently rolled out its magical new fuel management systems and tank gauges configurator – appropriately named SiteGenie.

Although by technical terms a “product/system configurator,” OPW prefers to call its system a Proposal Generator since that is more realistically what distributors and engineering firms will use it for – to quickly, easily and accurately configure a fueling system or to select a tank gauge for the purpose of generating “proposals.”

Given the fact that OPW products are designed to work as independent fueling products, or as a complete system, SiteGenie users can select individual products or configure an entire fueling system for a new or existing petroleum site. SiteGenie also helps to optimize product cross-selling opportunities across product lines.



SiteGenie™

- Provides a guided sales environment that allows experienced and novice specifiers to quickly and accurately select the correct products for fuel site projects. Reduces quotation preparation time (and subsequently speeds order entry)
- Makes it easy to do business with OPW while also providing a user experience superior to that offered by competitors' tools
- Provides a product and system guidance tool for internal OPW personnel so that they can provide faster, easier and more accurate service and support to distributors, engineering firms and customers. The OPW SiteGenie has a graphically appealing user interface offering a visual image of the fueling site so users can see where they are and what products are required for a fueling operation. The system allows users to save, edit and send proposals; access a comprehensive product catalog and almost instantaneously generate comprehensive proposal packages containing their customer's logo, product or system Bill of Materials, Price List in exportable Excel or PDF formats, Product Data Sheets, Instructions Sheets and more.



CORE BENEFITS SITEGENIE™ IMPACT



01

LEAD TIME

Lead time for making quotations and Bills of Material (BOMs) reduced from 3-5 days minimum (by an OPWFMS company representative) to less than 1 hour by the distributor.

02

ON-TIME DELIVERY

Previously, requests for quotations were subject to the schedules and priorities of company sales specialists who often had a significant backlog that needed to be developed at night from hotel rooms at the end of a busy day, either doing installs or working with customers on site getting systems operational. Now, since distributors can create their own quotes at their convenience, on their own timelines, they can receive a quotation and BOMs generated directly from the SiteGenie™ configuration system precisely when they want.

03

RESOURCE CONSUMPTION

OPWFMS resources for making quotations has been substantially reduced. OPW still requires an authorized OPW representative to review and approve all proposals before they are submitted to end-use customers or prior to placement of an actual order.

04

QUALITY OF SPECIFICATIONS

Distributor proposals have a higher professional appearance and have become more uniform and of better quality. More accurate calculation of sales prices. Specifications coming from the configuration system have significantly fewer errors than "handmade" specifications, leading to lower costs in production and installation.

05

OPTIMIZATION OF PRODUCTS AND SERVICES

Distributors can now cost effectively simulate and present different solutions to their customers. They can save proposals to help optimize previously produced solutions. The system also allows for fast, seamless introduction of new products via the configuration systems.

SOCIAL MEDIA MARKETING

SOCIAL MEDIA SIMPLIFIED TRENDS IN B2B

Every year, the Content Marketing Institute and Marketing Profs collaborate on a content marketing survey of B2B marketers. This year's results are based on responses from 1,416 North American B2B marketers from all industries and companies of all sizes. The adoption of content marketing and the sharing of it using social media continues to grow. Following are some key data points from their most recent survey:



Read more at: <http://socialmediab2b.com/2012/10/b2b-content-marketing-trends/#ixzz2ZiIo7Z4>

SOURCE: SocialMediaB2B.com

DEANHOUSTON

CORPORATE OVERVIEW

FOUNDED: June 15, 1988

ASSOCIATES*: 58

HEADQUARTERS: Cincinnati, OH

■ **OTHER OFFICE | PERSONNEL LOCATIONS:**

Los Angeles, CA | Chicago, IL | Shanghai, China

■ **PACKAGING GROUP OFFICE:** New Richmond, OH

* Full-Time Employees: 49; Contracted Partners: 9

BUSINESS PURPOSE

To help technical products companies in select niche markets increase revenues and net income through the development and implementation of effective integrated branding and marketing communications strategies that are expertly aligned with their short- and long-range business objectives.

MISSION

To create client partnerships and keep them forever. To become an integral part of our clients' businesses and serve as their sole provider of marketing communications solutions. To use our collective professional wisdom, experience and expertise to develop a company that is focused on meeting the needs of the customer, that provides the highest level of customer service and superior product at the best possible cost.

VISION | ASPIRATIONS: IN PURSUIT OF A HIGHER PURPOSE

To become an organization:

- That our client partners love to do business with
- That talented and ambitious people love to be part of
- That is NOT a job, but rather a unique, holistic ecosystem that enables talented and passionate people to fulfill their aspirations and realize complete personal and professional satisfaction
- That is intensely appealing to and attracts a diversified group of high-value customers that we love to do business with based on mutually aligned values

YOUR MARKETING SUPPORT TEAM

STRATEGY | CLIENT SERVICES

Dale Dean, President & CEO (Principal)

Greg Houston, Executive Vice President & COO (Principal)

Jason Kaple, Vice President & GM, DeanHouston – Chicago

Chris Ryan, Vice President Client Services & Account Director – Process

Dana Arrasmith, Account Director – Heavy-Duty/Transportation

Trina Olsen, Account Supervisor

Yongming Liu, Asia-Pacific Region Marketing Manager

Brian Miller, Account Manager – Heavy-Duty/Transportation

Brian Green, Account Manager – Energy

Steven Garner, Account Manager – Energy

Juri Tufts, Account Manager – Energy

Nikki Roller, Account Manager – DH Chicago

Tara Pendergast, Creative Account Manager – DH Chicago

Kathie Hess, Project Manager – Process

Doug Snyder, Project Manager – Process

Jackie Carlin, Project Manager – Process

Steven Wright, Project Manager – DH Chicago

Colton Stombaugh, Project Manager / Writer – DH Chicago

Daniel Dean, Project Coordinator

ADMINISTRATION

• FINANCE

Angela Zimmerman, Controller

Mary Ann Rafferty, Accounting

Carmen Ortiz, Accounting – Process

• OFFICE MANAGEMENT

Karen Razo, Office Manager

Emma Mendenhall, Executive Office Administrator

• HUMAN RESOURCES

Rene Normand, HR Manager

RESEARCH AND ANALYSIS

Fred Wolter, Director of Research

EVENT PLANNING & MANAGEMENT

Krystal Garcia, Project Manager/Event Planner

TRADESHOW MANAGEMENT & LOGISTICS

Andy Dean, Vice President Trade Show Management & Exhibit Logistics

Tyler Houston, Tradeshow Manager/Services

Jennifer Mayhall, Tradeshow Manager/Logistics

PUBLICITY & MEDIA (TRADITIONAL & SOCIAL)

Darren Wight, Vice President Publicity, Media & Technical Writing
Chris Traczek, Senior Publicity Manager
Scott Richardson, Creative Copy Writer/Publicity Project Manager
Eric Hirth, Manager, Publicity & Media – Process
John Stein, Publicity & Media Specialist – Heavy-Duty/Transportation
Wes Clark, Publicity Manager
Emily Hayes, Media Coordinator

TECHNICAL WRITING | MANUALS

Natalie Cavier-Hill, Manager Technical Manuals | Technical Writing
Gary Donnelly, Technical Writing

ELECTRONIC (DIGITAL) MULTIMEDIA | WEB DEVELOPMENT | ANIMATION

Jim Molloy, Vice President, Interactive Development
Andy Shepherd, Senior Digital Project Manager
Andrew Lewis, Digital Project Manager
Chad Johnson, Senior Web Designer
Justin Kees, Senior Web Designer
Andy Speidel, Senior Animation | Video Designer
Luke Beuerlein, Animation | Video Designer
Mark Weinstein, Video Designer

CREATIVE | DESIGN | PRODUCTION

Josh Garcia, Vice President Creative & Design
Todd Detering, Senior Art Director
John Doubet, Senior Graphic Designer
Craig Davis, Senior Graphic Designer
Gary Jackson, Graphic Designer
Ethan Kline, Graphic Designer
Ray Vasquez, Graphic Designer
Juan Garcia-Ruiz, Graphic Designer
Rob Hemphill, Graphic Designer
Tahnee Torres, Graphic Designer
Izabela Mikolajczyk, Graphic Designer
Quint Harris, Production

PACKAGING

Matthew Kennedy, Director of Packaging
Katie Wilson, Manager
Alex Kennedy, Project Manager
Katie Marra, Design & Production
Kristina Hoeffler, Design & Production
Phillip Poindexter, Design & Production
Ben Capazo, Design & Production

VALUE PROPOSITION – THE DEANHOUSTON WAY:

We Are One With Our Clients; We Know Their Industries and Businesses More Deeply Than Anyone Else and Are Intensely Dedicated To Taking Care of Their Every Need.

- In-depth knowledge of and expertise in our clients' businesses, products, competition and the customers, markets, segments, and applications they serve
- Total immersion – a high-value proactive contributor/extension of our clients' businesses
- Intense customer care and responsiveness that consistently exceed our clients' expectations
- A genuine, passionate interest in helping clients succeed, personally and professionally
- Sole source provider of marketing communications related services and relevant market intelligence
- Possessing the competencies and capabilities to address any client need
- Exceptional service and work product at a fair and reasonable price
- Trust and Integrity
- Based on exemplary personal and professional moral and ethical conduct

CORE SERVICES

- Integrated Marketing Communications & Branding Strategy Development & Program Implementation
- Global Brand Continuity Marketing
- Publicity
- Electronic (Digital) Multimedia | Web Development
- Creative | Design | Production
- Tradeshow Management & Logistics
- Print & Electronic Media Management
- Animation | Video
- Social Media
- Vertical Market-Focused Programs (Attack-A-Market®)
- Technical Manuals | Technical Writing
- Packaging
- Research and Analysis



To learn more about DeanHouston
or how we may be able to assist you,
please contact Dale Dean at
513-421-6622 or via email at
ddean@deanhouston.com.



DEANHOUSTON.COM

Follow us on:



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Phone: 312-235-2049