



# INSPIRE JOURNAL

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**DEANHOUSTON**  
INTEGRATED MARKETING COMMUNICATIONS



# Inspire

BY DEANHOUSTON

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## 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.

“WE CREATE THE PERCEPTIONS  
THAT ULTIMATELY BECOME  
EVERYONE ELSE’S REALITY.”

Dale Dean  
President, DeanHouston

PUBLICITY



Even though DeanHouston has created and published thousands of publicity stories in the form of feature articles, customer and distributor success stories, expert columns, executive interviews, product and personnel releases in our nearly three decades of service to leading B2B companies, I have never been more impressed than I am today with the power of publicity when it comes to technical products marketing.

Publicity is an essential, credible and highly effective way to raise awareness and shape desired perceptions about your brands, businesses and products in the minds of your customers, prospective employees, suppliers and the general public, which equates to sales dollars, pure and simple.

To paraphrase advertising legend William Bernbach of Doyle Dane Bernbach (DDB): *“All of us who professionally use the media are shapers of society. We can brutalize it. Or we can help lift it onto a higher level.”*

This issue of Inspire is intended to provide you with valuable insights, principles and practical examples of effective publicity and how other world-class companies are leveraging this powerful media force to elevate awareness and perceptions of their brands to a higher level.

I hope you are able to glean practical nuggets of information or become inspired by something you read or see on the following pages that will help expand your knowledge of an important marketing tool and perhaps build on your already strong track record of business successes. Enjoy!



CHICAGO OFFICE



CINCINNATI HEADQUARTERS

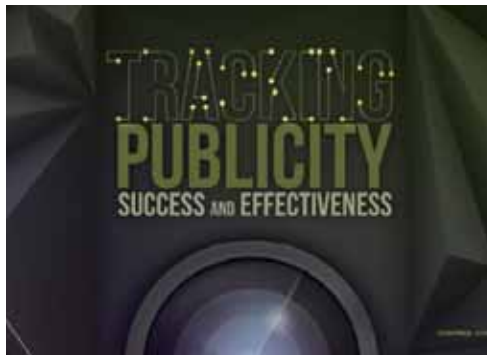


LOS ANGELES OFFICE



SHANGHAI OFFICE

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# PR WORLD AWARDS

## SILVER AWARD WINNER

DeanHouston and prominent customer Pump Solutions Group (PSG®), Oakbrook Terrace, IL, were recipients of a Silver Award in the category Hybrid Team of the Year in the 2014 PR World Awards program.

The PR World Awards program encompasses the world's best in organizational performance, innovations, products and services, executives and management teams, public relations and marketing campaigns, and customer satisfaction programs from every major industry in the world. The various winners were honored at a black-tie banquet ceremony on June 23 in San Francisco, CA.



Walter Bonnett, VP Marketing - Pump Solutions Group accepted the PR World Award on behalf of PSG.

Shown in the group photo, left to right: Krystal Garcia, Manager Event Planning - DeanHouston; Josh Garcia, VP Creative - DeanHouston; Walter Bonnett, VP Marketing - Pump Solutions Group and his spouse Arlene.





**SHIFTING EFFICIENT TO A WHOLE NEW LEVEL.**  
Introducing the world's most energy efficient pump in its class. Period.

Simple. Reliable. Efficient

Wilden's Pro Flo® SHIFT Air Distribution System (ADS) offers you...  
providing the most efficient...  
Air Control System automatically adjusts to keep your...  
energy consumption by eliminating over-flow of the...  
Pro Flo SHIFT is easy to use... just Plug, Pump, and Go!

**SHIFTING PERFORMANCE TO A WHOLE NEW LEVEL.**  
Introducing the world's most energy efficient pump in its class. Period.

The all new...  
**PRO-FLO SHIFT**  
ADVANCED PUMP TECHNOLOGY

- Achieves up to a 60%...  
air consumption in pump technology
- Maintains...  
to maintain...  
1000 per...
- Fair to...  
and
- Fair to...  
mechanic parts,  
repair, and

Simple. Reliable. Efficient



See the Proof

**Lab Test Set-Up**

In a carefully conducted laboratory test observed by pump experts and industrial professionals, we compared the leading air-operated double-diaphragm pump (AODD) technologies against the Pro-Flo® SHIFT. To settle the efficiency battle once and for all, we equipped a test unit with a fluid (head) pressure gauge, fluid flow meter and air flow (air consumption) meter. We even piped the Pro-Flo SHIFT pump at the end of the test unit to ensure the longest piping run and friction loss, eliminating any potential advantage for Pro-Flo SHIFT.

The experts selected extensive pumping parameters they use in the field:

<b>HEAD PRESSURE</b> Simulated with a partially closed ball valve in the discharge line.	<b>FLOW RATE</b> As measured by a flow meter.	<b>INLET AIR PRESSURE</b> Set for each pump to achieve the flow rate and head pressure parameter.	<b>AIR CONSUMPTION</b> Measured by an air flow meter, the variable each pump's efficiency was judged by.
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But the advantages don't stop there. There are other benefits beyond efficiency that Pro-Flo SHIFT offers.

To make sure to change

<b>Lab Test</b>	<b>SCFM Comparison Data</b>	<b>Max Flow Comparison Data</b>
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WILDEN

Wilden's Pro-Flo® SHIFT new product launch campaign leveraged publicity to elevate awareness and credibility of this exciting innovation...a true industry game changer.

# THE PRICELESS POWER OF PUBLICITY

pub·lic·i·ty [puh-blis-i-tee] n.

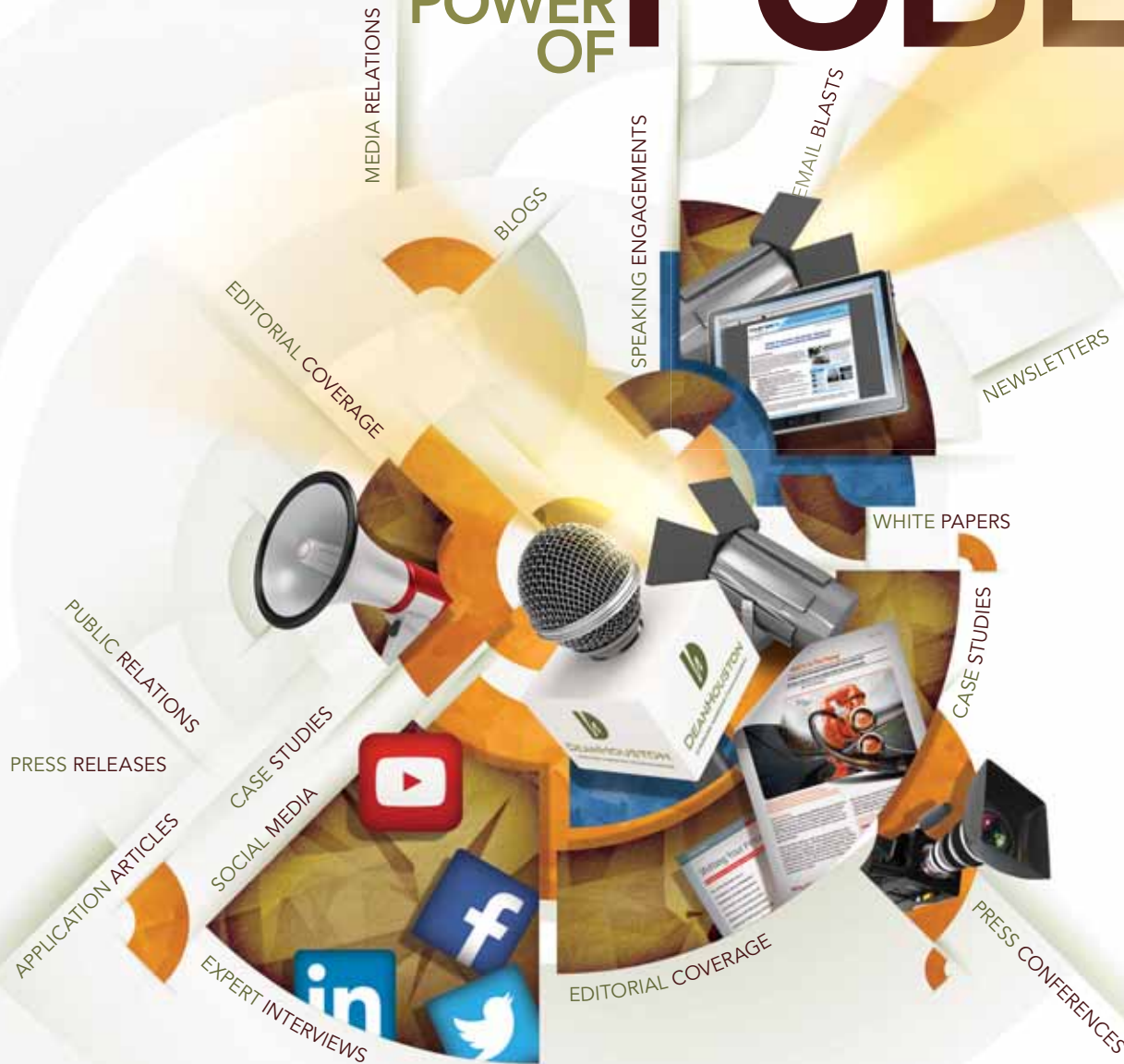
- Information that concerns a person, group, event, or product and that is disseminated through various media to attract public notice.
  - Public interest, notice, or notoriety achieved by the spreading of such information.
  - The act, process, or occupation of disseminating information to gain public interest.
- The condition of being public.

Business news fascinates people – especially when they are reading stories about how people in their industry have successfully solved challenges similar to their own.

## News stories. Features articles.

Whether in traditional publications or online, editorial content, almost magically, gives you credibility far beyond the scope of advertising and proves to move people to action quicker.

To your customers, news stories put your message into the hands of a perceived “independent industry expert” – the trade journal editor. I say “perceived expert” because it has always intrigued me why customers would believe a reporter assigned to cover many different businesses could possibly know more about their technical products and the benefits of their applications than the companies they work for. Reporters are smart people, but they are often stretched too thin to know the products and benefits nearly as well as you do.







To that end, many years ago DeanHouston set out to uncover the trade journal “experts-of-the-industry” secret code. We began hiring leading trade publication editors – the perceived experts – who were serving our clients’ industries. We quickly learned that these highly engaging editors and writers were quick learners, great interviewers and exceptionally gifted at getting to the most essential part of a story – what their customers (translation: their readers) valued most – how a particular product, service, process or solution helped them solve a business challenge.

The editors were not interested in “selling your products” but, rather, were fully committed to helping their readers gain knowledge and insights that could help them become more successful in their businesses. But many of them lacked the technical knowledge of the products and were not aligned with the manufacturers’ business objectives. Recognizing this gap, we completely changed our publicity approach. Since our focus is on enhancing the bottom line of our clients – we were putting our deep client and product knowledge to work, emphasizing the great things (products) they were providing the industry. In our “enlightened” state, we altered our approach, drilling deep and wide into the organization to uncover and highlight customer successes.

This simple change made a dramatic difference. Leveraging in-depth product and application knowledge and making the customer the star immediately began paying huge dividends. By presenting editors with stories that aligned with their editorial calendars, were relevant to their readers

and were important to our clients, we were able to provide a valuable service to both parties. A win-win-win!!! Win #1: magazines received free, high quality stories; Win #2: our clients’ customers received well-deserved free advertising and praise; Win #3: our clients became publicity superstars – elevating their reputations, credibility and influence, while raising awareness of their products within their target audiences.

## In a world of diminishing advertising dollars, magazine editors are constantly seeking ways to reduce costs while simultaneously improving their content.

Delivering quality content to editors helps mitigate the burden of having to hire outside writers with less knowledge about your technical products and applications. As a result, we help editors achieve their two most important goals: reduce their costs (we produce their content at no charge to them), and by receiving stories directly from the experts (us/you) – they vastly improve the quality of their content for their readers.

The trick is – the stories must be objective – and provide a real world “problem / solution” scenario. Your stories cannot simply be advertisements. But, if you do it right, you will dominate the publications that serve your target audience.



*Getting press coverage is a contact sport. Be proactive and be sure your stories are relevant to readers. If your story is simply glorified advertising, you'll receive limited publication and reader interest.*



MORE THAN **250**

**PUBLISHED  
ARTICLES  
IN 18 MONTHS**

To illustrate this point, over the past 18 months alone, we have successfully produced and gotten published more than 250 feature articles for our clients, and have amassed an impressive library of YouTube videos to boot.

As a result, our clients have increased their brand presence, established themselves as leaders in their industries or key applications, and have received more name recognition exposure than their leading competitors by a substantial (measurable) margin.

These companies continue to post record revenues and earnings year after year. And although there are many factors that contribute to this success, an aggressive, proactive, customer-centric publicity effort is certainly a valuable contributor.

# UNLEASH THE POWER OF PUBLICITY – **BE PROACTIVE!**

Publicity is the most powerful form of marketing communication your company can possibly have. Unfortunately, most companies wait for publicity to happen. They abide by the old saying, “You pay for advertising but pray for publicity.”

Here are 5 secrets to creating highly effective publicity programs:

- 1. Be proactive** – the news has to come from you.
  - Journalists rarely stumble upon great stories, but rather are ‘pitched’ the ideas.
  - Even the best publications will not have enough writers to gather all the news.
  - Even the best editors will lack your expertise when it comes to technical products – it is impossible for them to be specialists in the products, issues, and applications of every company, even in a single industry.
  - You know ahead of time when news will break about new product launches, acquisitions, customer successes.
  - You know who are your best customer ambassadors – that is, the ones who like the spotlight, are willing to tell their success stories and also share the credit with your company.
- 2. Make your customer the star** – Hear it from the customers. The mere mention of your name in the story is adequate and the most powerful and believable endorsement. Let the customer express your value to them.
- 3. Focus on the Problem / Solution** – Create compelling stories about real-world customer problems and how the customer solved them (somewhere in the story your customer will reference that your product, process, or service was instrumental in providing the compelling solution).
- 4. Include your distributors in stories when possible** – They are the key in most cases to the hidden treasures...the customers who love your products.
- 5. Hire an expert** (former trade press editors) to make it happen – Former trade press editors know the ropes; they’ve been there, done that. They’re part of the fraternity, know the language and, more importantly, they know what editors are looking for, want and need to get the attention and interest of their readers.

For those of you who love to read, learn and apply best practices – we recommend the following books and websites:



**Publicity and Public Relations**  
(Barron's Business Library)  
(Dorothy I. Doty | Marilyn Pincus)

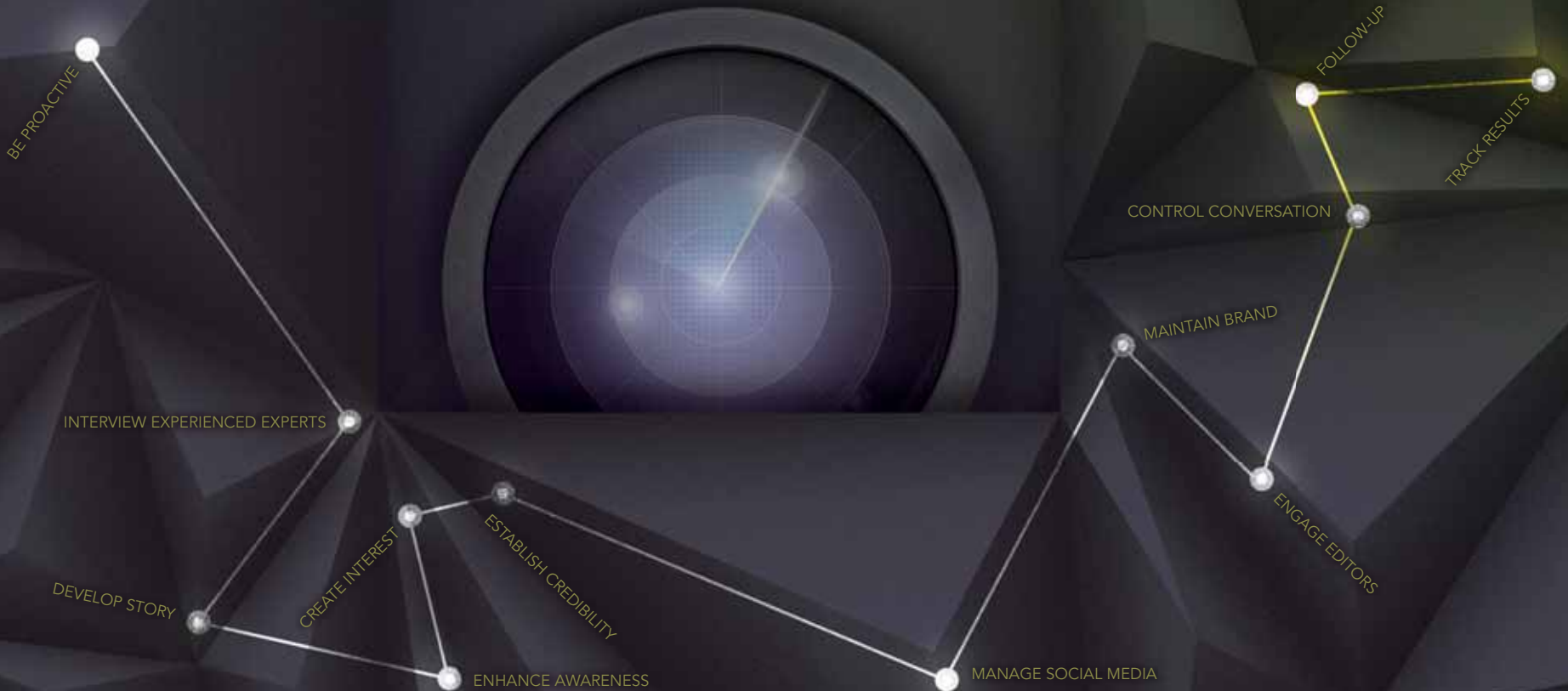


**The Publicity Handbook**  
(David Yale | Andrew Carothers)



**Guerrilla Publicity: Hundreds of Sure-Fire Tactics to Get Maximum Sales for Minimum Dollars...Includes Podcasts, Blogs, and Media Training for the Digital Age** (Jay Conrad Levinson)

# TRACKING PUBLICITY SUCCESS AND EFFECTIVENESS



# “USE PUBLICITY, IT’S FREE.” HOW MANY TIMES HAVE YOU HEARD THOSE WORDS?

Publicity is primarily a “proactive” informative activity, so, the reality is...yes it is free...and, no it is not free. True, most trade pubs don’t charge for the articles, press releases, and online news they publish for you. But, to do publicity right, it takes a lot of work – meaning human time and effort. Companies like DeanHouston employ many highly experienced publicity experts and writers who do nothing but proactively get publicity for companies in an effort to enhance awareness, create interest, establish credibility, manage brand reputation, and drive customer purchases in their direction.

**Your first objective is to get the media to publish, post and circulate your publicity.** Second, you want to be sure you are creating compelling stories or news that resonate with your target audience so they stimulate the desired action...to contact you with interest in your product or solutions.

Therefore, although you may not be paying for the media space, you are paying for specialized communications and for the skills, knowledge and industry relationships to create the desired outcomes. This includes paying publicity specialists for expert storytelling and copywriting, and to use their wisdom and influence to get the messages published and delivered.

Although a deep knowledge of your business and customers will be vital to a successful publicity effort, media relations will have perhaps the biggest impact on the success or failure of your publicity program. You or your publicity partner must have strong media relationships with editors. Beyond that, your publicity specialist will be:

- Monitoring trade pub editorial calendars, media outlets and online media
- Maintaining ongoing contact with editors
- Pitching story ideas to editors
- Following up on articles and press releases
- Developing and placing all feature articles, case studies, white papers, etc.
- Tracking product reviews
- Arranging interview opportunities
- Managing and maintaining all social media content
- Tracking your progress and monitoring it against competitors’ efforts



A general rule of thumb is to budget at least 25 hours per month for basic media relationship activities. Larger companies with robust publicity programs will likely need to budget more based on the level of planned activity and the number of publications and editors in the industries they serve. A good rule of thumb is to add up your universe of publications and assign an equal number of hours for media relationship activities. For example, if

your company needs to be in regular contact with 25 key editors, consider budgeting at least 25 hours per month just for media relations. A separate budget will need to be established for the time to conduct interviews with your customers, to develop articles and stories, press releases, white papers, newsletters, shoot and edit videos, and to manage your social media presence.

## THE VALUE OF PUBLICITY

There's a constant debate about the monetary worth of publicity. We now know that publicity is not actually free, and that the expense of it affects your bottom line. But how do we measure it?

There are several industry measures, but none, in a true sense, actually capture the real value of publicity. It is virtually impossible to place a KPI-style measurement on publicity. Arguably, publicity is essential to projecting a quality brand perception, but how does one monetize the value of:

- **REPUTATION** – trust and integrity; you cannot buy a valuable reputation, rather you must establish it over time, through consistent actions. Publicity helps to highlight the actions that others admire about your people and organization.
- **CREDIBILITY** – recognized expertise and leadership; credibility is the currency you earn by proving yourself – walking the talk; impossible to equate to revenue generated, but you know it attracts business to you. Great companies attract great customers and as a result have great success.
- **INFLUENCE** – being a respected voice in your industry can advance your mission both in the short- and long-term.
- **AWARENESS** – it's less important who you know, than who knows you. Be top of mind by being present at all times. High frequency publicity is the key. If the story does not include you...it will include your competitor. People buy from those they perceive to be the leaders, as well as those they know and trust. When you demonstrate leadership and gain trust, strong sales will follow.

Because publicity is perceived to come from independent expert sources that customers view as objective, it is generally accepted that publicity is a more credible source of information than advertising. The value of advertising versus that of publicity is not viewed as equal. Publicity results are believed to be of higher value. Many times, the value of publicity versus advertising is measured on a comparative cost-equivalency basis.

From purely a "cost" perspective, the industry standard calculation is: publicity is worth 3 times the cost of the equivalent ad space in terms of received awareness and credibility.

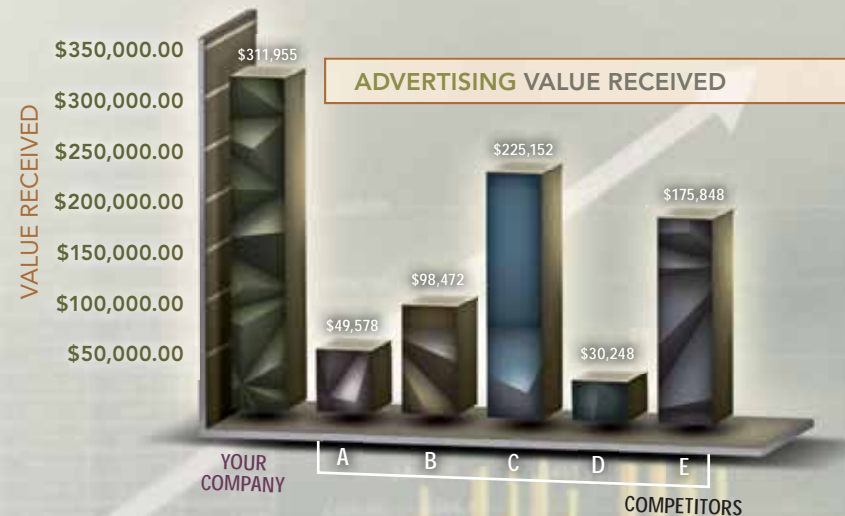
Based on this simple formula, multiply the space or time of your featured publicity by 3, then calculate what an ad of that size would cost. This simplified cost approach is good to know, of course, but it may not be an accurate reflection of the true value.

At DeanHouston, we use a simple 1x advertising cost calculation. This method is not a reflection of total value – which we believe cannot be measured – but rather, our formula demonstrates the value of the "free" exposure you are receiving in terms of what it would cost if you were to actually purchase equivalent-sized ads in the targeted publications. This method is easy to understand, can be accurately tracked, and has real meaning in terms of managing (and maximizing) your marketing budgets/investments.

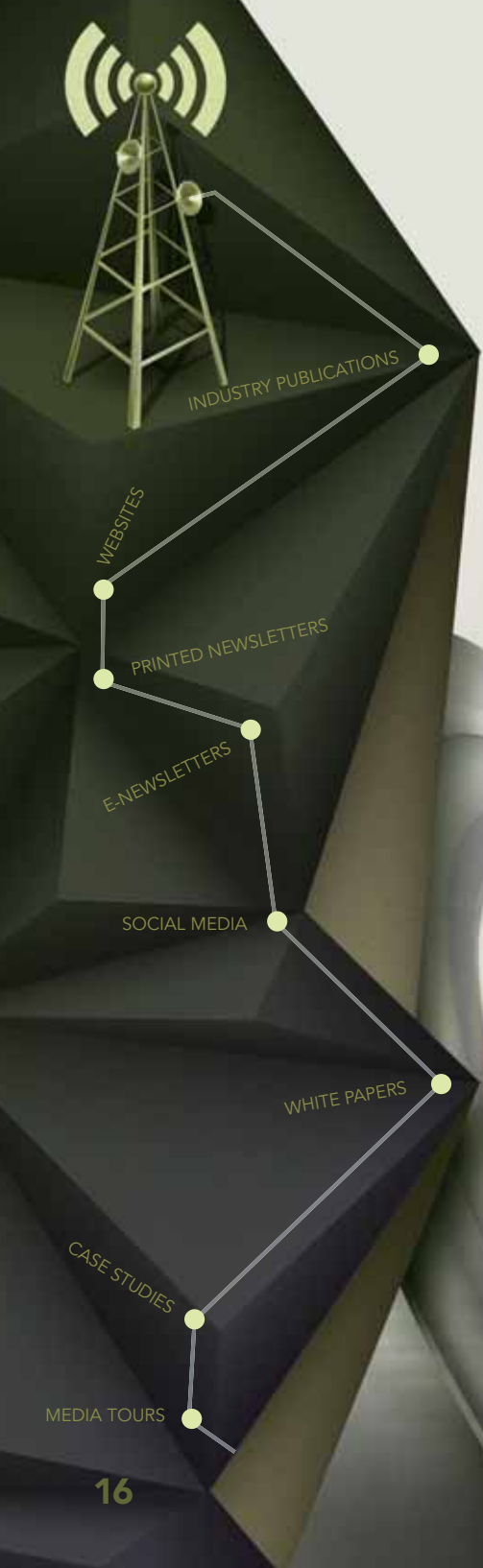
## Some Publicity Goals Are Financial. Some Are Not.

We all realize that publicity is not actually free. There are communications costs. There are fairly standard ranges for the time it takes to manage and develop publicity communications. By calculating and applying your own internal costs and/or your external publicity firm's hourly rate and expenses, you can very quickly determine the cost of a publicity program.

As we said earlier, it is generally accepted that publicity is of higher value than advertising – perceived to be more credible than advertising because the exposure emanates from an independent expert (i.e., the trade publication or digital source). Readers view this information as being more objective and, therefore, more credible. But how does one place a value on publicity?



*Tracking your publicity effectiveness allows you to measure your ROI, but also to quickly identify changes in your competitors' marketing strategies.*



Paul J. Krupin, author of the book "Trash Proof News Releases," recently wrote, "Most people are fully satisfied with the publicity results only when the 'reach, persuade, move-to-desired-action' process produces sufficient visible actions on the part of those people you wish to influence. However, it may take several weeks or even months for this to occur."

He further goes on to state, **"More times than not, there's no easy way to identify the effects of media publicity. Very simply, the results are goal dependent."**

Therefore, the value of publicity is dependent upon your specific goals. And, to quote Mr. Krupin, once again, "Some publicity goals are financial and some are not."

In some cases the publicity objective may be to influence immediate orders for a new product. In other cases, it may be simply to get publicity, to just get the word out for the purpose of informing and educating or raising awareness of goodwill to reinforce the virtues of your organization. No matter, your aim will determine the measurement of success to apply. Depending on the audience, you can expect different response rates. In our experience, channel partner "open rates" for email blasts are between 30-35%. End-use customer response rates are in the range of 0.5 to 1.0.

This again assumes you are only using one media point – which you should not. In fact, you can exponentially improve your response and awareness rating by multi-purposing your articles and press releases across a wide swath of industry publications and websites, printed and e-newsletters, email blasts, news items on your primary and micro websites, social media sites, and more. By doing this, the initial cost of developing the stories can be spread across many communications and project budgets, and the response rate is greatly enhanced.



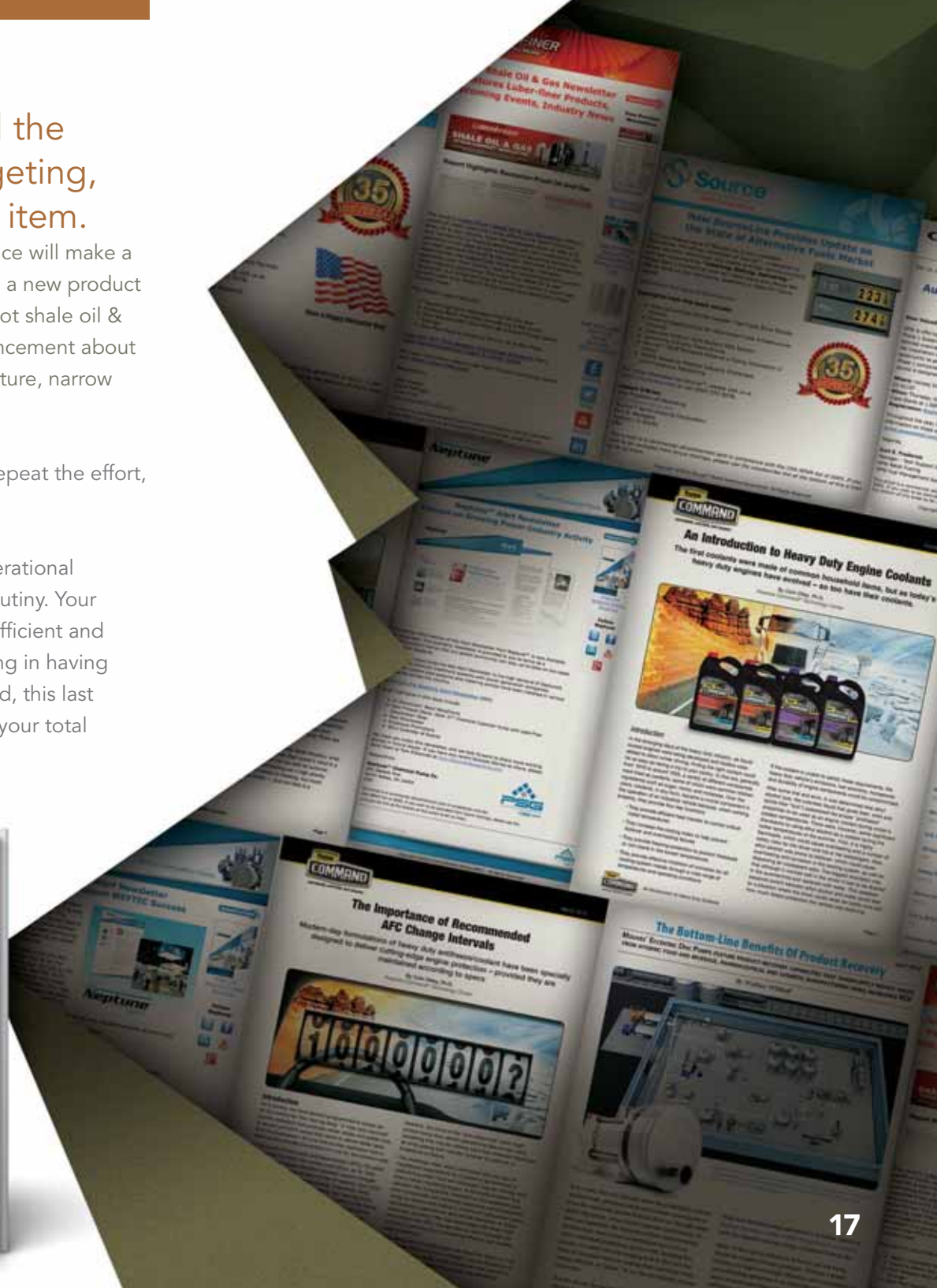
The level of response will also parallel the experience of the people you are targeting, and the topical relevance of the news item.

It should be noted the right message in front of the right audience will make a big difference. For instance, a problem / solution story featuring a new product that generates significant production improvements in the red hot shale oil & gas industry will get far greater response activity than an announcement about a modest product improvement to a system component in a mature, narrow hygienic process application.

In either case, if you communicate across all media points and repeat the effort, you will see higher response rates.

Mr. Krupin also points out that, "Publicity may improve your operational effectiveness simply because you are receiving more outside scrutiny. Your people may pull together and form a more professional, more efficient and effective team as a direct result of the pride they are experiencing in having received such wide-open visibility and public recognition. Indeed, this last benefit may be the most important effect publicity can have on your total business performance."

Paul J. Krupin -  
"Trash Proof News Releases"



# TYPICAL PUBLICITY DEVELOPMENT COSTS

SERVICE	DESCRIPTION	POTENTIAL COSTS
<b>1. MEDIA RELATIONS</b>	Publicity is a relationship business. You or your publicity partner must have strong media relationships.	Even the smallest programs should budget at least 12 hours per month for basic media relations. Larger companies may need to budget 40+ hours per month depending on the number of publications (editors) in your industry.
<b>2. PRESS RELEASES</b>	Press releases are a staple of any publicity program.	A typical release requires between 5-8 hours of time to write and distribute to appropriate media. National distribution circuits (i.e., PR Newswire services average \$400 or more per release).
<b>3. CASE STUDIES AND FEATURE ARTICLES</b>	Relevant customer stories are always in demand, especially when they highlight how a product or service helped solve a company's mission-critical business issue.	A typical case study or feature article will require between 30-40 hours of time to research and write (excluding revisions). Photography, video shooting, editing and travel time and expenses are additional charges.
<b>4. MEDIA TOURS</b>	Face-to-face site visits and meetings with key trade press editors and/or national media.	Typically requires about 8-12 hours of coordination time with the media and client to schedule interviews, develop advance materials and briefing books. A flat 8-10 hour daily rate for out-of-town activities like tours + travel time and expenses.
<b>5. TRADESHOW PR</b>	Excellent opportunity to meet face-to-face with 15-20 key editors to showcase new products and conduct executive and product manager interviews.	Budget 50 hours for your publicity partner to attend the show to coordinate activities and to do the necessary pre-show preparation and booking the editor / writer appointments.

SERVICE	DESCRIPTION	POTENTIAL COSTS
<b>6. EMAIL BLASTS</b>	Highly efficient means of disseminating communications.	A typical email blast requires between 6-8 hours of time to write, create the HTML template, coordinate the mailing lists and disseminate via the automated email distribution system; open/delete/forward rates can be tracked immediately.
<b>7. NEWSLETTERS</b>	Printed and email-distributed newsletters (Monthly, Quarterly, Semi-Annual, Annual).	A typical four-page, 8-1/2 x 11 sized newsletter requires about 60 hours of time to collect the stories, write copy, develop the artwork ready for print or conversion to a PDF or HTML. Printing, programming, photography, etc. are additional.
<b>8. WHITE PAPERS</b>	Concise, no-nonsense technical insights or issue-specific educational clarity on products and applications that customers, sales personnel, regulators and policy makers will value.	Depending on the complexity of the product or issue, the typical white paper will require between 30-40 hours of time to research, conduct engineering or product management interviews and write (excluding revisions). Photography, video shooting, editing and travel time and expenses are additional charges.
<b>9. ONLINE MEDIA AND COMPETITIVE MONITORING</b>	Track company and key competitors' ad and publicity efforts; create a weekly executive summary with links to key ads and stories.	Budget 15 to 35 hours per month for online monitoring; additionally, your publicity partner may utilize an automated online web crawling service. These highly effective services typically cost between \$500 and \$1,000 per month.
<b>10. SOCIAL MEDIA MANAGEMENT</b>	Proactively developing and managing social media content and activities.	Depending on your social media strategy and the size of your social media communities, budget 16 to 24 hours per month for this service.

# MINING FOR THOSE GOLDEN NEWS NUGGETS IS EASIER NOW THAN EVER



When your work plate is already overflowing, how can you find the time to effectively and efficiently collect the vital news items you need in order to create the compelling, customer-centric press releases, feature articles, customer stories, guest columns, monthly newsletters, white papers, and email blasts that you know could move the dial for your company?

Unfortunately, many publicity opportunities are lost due to the lack of time, internal resources, formal communications processes and/or a channel between product and market managers and marketing communications personnel.

Today, automated online tools, like the DeanHouston Publicity Manager™, are working to eliminate this deficiency and make it easier than ever before to reach deep inside your organization (from senior and middle management, product managers, HR managers across the business to functional job positions and shop floor supervisors) to extract vital news and turn into “publicity gold.”

Tools like Publicity Manager™ will prompt key personnel across the enterprise with a “news collection alert” on a pre-defined basis (weekly, bi-weekly, monthly, etc.) requesting important product developments, personnel updates and other news items that merit being brought to the attention of customers and/or to channel partners.

Stop trying to track down news stories. Let them come to you.

## PUBLICITY MANAGER™ HERE'S HOW IT WORKS:



**1.** Select personnel (i.e., Product and Market Managers) receive an email prompt requesting newsworthy activities in their departments or spheres of interest, influence and/or responsibility.



**2.** The company-branded prompt includes an electronic questionnaire. The person fills it in with as much or as little information as they like, or simply request a writer call them (for a quick interview to get the facts); photos and documents can also be uploaded to the Publicity Manager™ tool.



**3.** News items collected are reviewed by the marketing manager or other person in charge of company news, who then selects the items to be developed and publicized.



**4.** The selected news items are developed into press releases, articles, video news releases, podcasts, speaking engagements, etc., by the publicity partner.



**5.** Marketing managers and the person(s) submitting the news idea provide approvals and the publicity is disseminated to target audiences through select media channels.

# PUTTING A FACE

PUBLICITY CASE STUDY

## AND LABEL ON FUNDAMENTAL GROWTH



For Markem-Imaje, customer-centric publicity comes easy, as the company has always been about relishing the successes of its customers. In fact, the company's customers in most cases have experienced extraordinary growth and prosperity – much of which can be traced directly back to their involvement with Markem-Imaje.

Markem-Imaje's "Winning Through Customers" approach to business is one of the primary pillars of its success. The business – a trusted world manufacturer of product identification and traceability solutions, offering a full line of reliable and innovative inkjet, thermal transfer, laser, print and apply label systems and RFID-based systems – possesses a keen approach to its business. Its laser-guided focus is at the core of the recent case studies that helped advance its reputation as a trusted global manufacturer.

## Markem-Imaje exudes a distinct passion for its clients' successes.

In one case study, they explain it very simply: "because we know that when they win, we win." This simple, straightforward approach to client problem solving and innovation has led Markem-Imaje to partner with many different size clients with very diverse product and service lines.

From California Aseptic Beverages, which rose from a small business to leading categories in its segment in the production and packaging of high-acid juice products, to Toad-Ally Snax, which started as a tiny confectionery operation creating chocolate covered pretzels to what is now a multi-million-dollar operation, Markem-Imaje has found its niche with growing businesses.

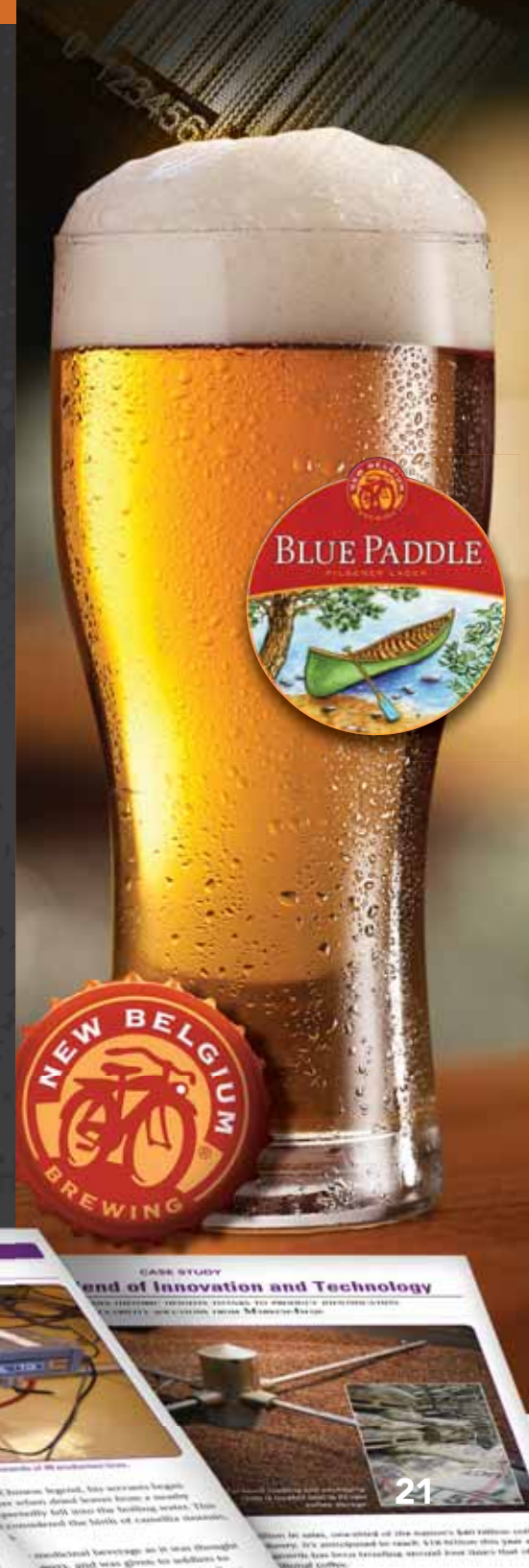
The common theme that can be found among all of the case studies is Markem-Imaje's ability to create solutions for clients experiencing significant growth who require the proven expertise to print, label and track products. Recent Markem-Imaje case studies capture this distinction and tell the story of clients experiencing historic growth – and Markem-Imaje helping to make it possible (and trackable).

One case study in particular, New Belgium Brewing Company, told the story of the growth of a Colorado-based craft-brewing company and its need for more efficient and reliable case and pallet tracking in its production, bottling, warehousing and shipping operations.

To aid in maximizing this critical business decision, New Belgium turned to Markem-Imaje and its CimPak machine. The case study monitored the streamlining of New Belgium's pallet tracking operations and helped set the stage for a business partnership that would continue to flourish as the years went by.

As New Belgium's brewing operation grows, so do the challenges in inventory tracking. The success of the projects has given operators at New Belgium the flexibility to create and print specific inventory reports as needed. As the company contemplates future historic expansion of its operation, any final decision that will be made is secure in the knowledge that Markem-Imaje will be there to make it work.

These case studies are outstanding tools to show potential clients how a real-world problem has been solved. Once you are able to identify the story, the next step is to make it come to life in words and photos, and to present the solution as one that can be tailored to help other companies solve similar (or their own unique) problems.

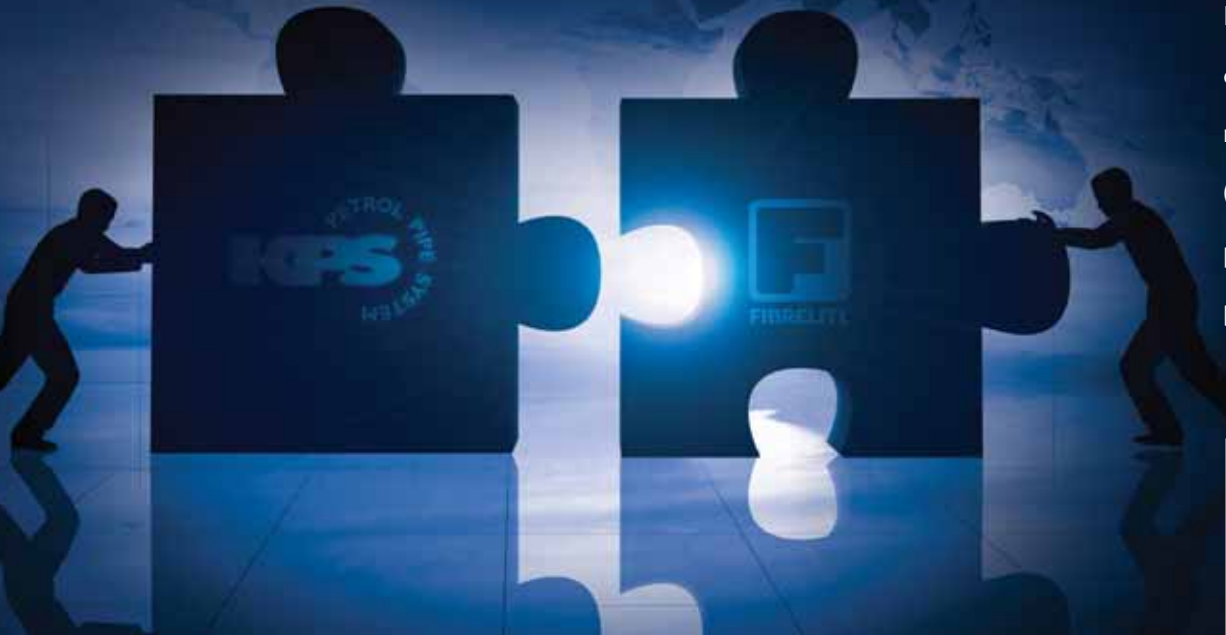


# TWO ACQUISITIONS

## OPW ACQUIRES FIBRELITE AND KPS



For OPW, a Dover Company, and **the global leader in fluid handling solutions**, the anxiety level in the fall of 2013 was ratcheted up two-fold as it looked to put the finishing touches on the simultaneous acquisitions of Fibrelite, a Skipton, United Kingdom-based manufacturer of composite access covers, containment systems, resin transfer-molded fuel tanks and dispenser sumps; and Kungsör's Plast AB (KPS), the Kungsör, Sweden-based pioneer of high-density polyethylene (HDPE) pipe and fittings for use in the retail petroleum industry.



"THERE MAY BE NO MORE EXCITING OR NERVOUS TIME FOR A COMPANY THAN WHEN IT IS IN THE PROCESS OF ACQUIRING ANOTHER COMPANY."

# ONE POWERFUL

## INTEGRATED PUBLICITY CAMPAIGN

The acquisitions were expertly timed to coincide with the industry's largest tradeshow – the PEI / NACS Show, attended by more than 30,000 people.

Each company possessed strong brand awareness and is considered the de facto leader in its area of product expertise. Each had a presence at the show – OPW with a sizable 3,000 square foot booth that, among other things, featured a stage and seating, ideal for a major press conference.

A comprehensive publicity plan was developed in concert with each company. The first part of the plan was to create the internal announcements to ensure employees at each location were fully informed of the dual initiative in advance of its release to channel partners, suppliers and the trade press.



OPW President David Crouse announced the acquisition of KPS and Fibrelite during a standing-room-only press conference at the 2013 PEI/NACS Show. The press conference was part of OPW's comprehensive publicity campaign to communicate the virtues of these historic acquisitions to the petroleum world.

“ It was a well-orchestrated publicity campaign  
CAPPED OFF BY A ROBUST PRESS CONFERENCE ”



# WITH PRECISION ACCURACY

OPW executives simultaneously conducted town hall meetings to deliver news of this historic acquisition to employees at each facility around the globe. In synchronized fashion, as employees were receiving the news in the town hall meetings, notification was given, via email, to channel partners and suppliers, and press releases were distributed to industry media worldwide.

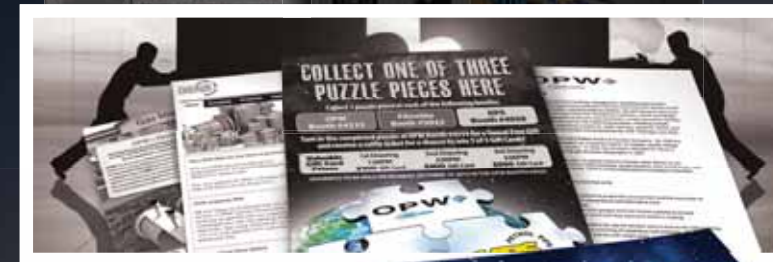




# THE PUBLICITY PLAN INCLUDED:



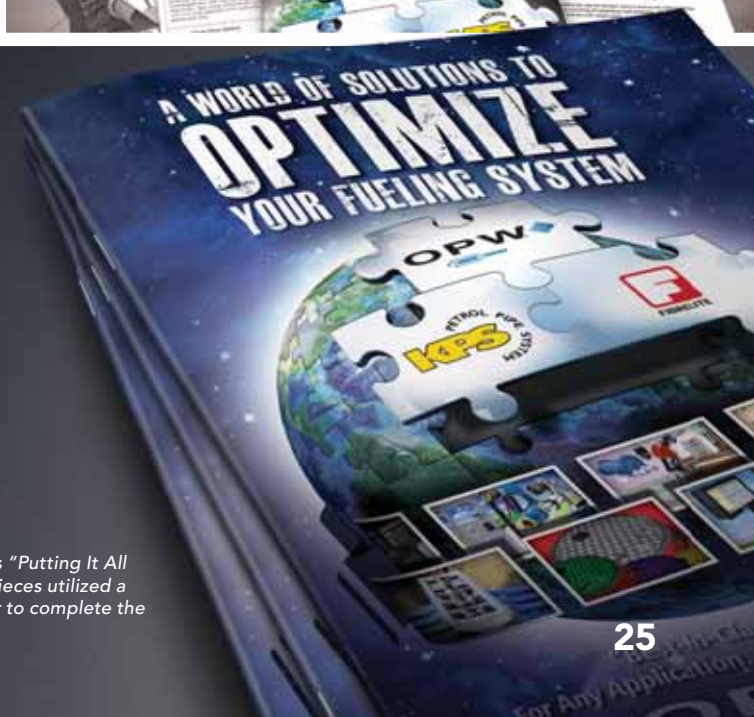
- **Schedule of events** – what will happen when, where & by whom
- **Talking Points** – to ensure continuity of messaging among executives
- **Internal Announcements** – customized for each company & global location
- **Distributor Announcement** – to channel partners worldwide (email blast)
- **Press Releases** – sent directly to all trade press worldwide
- OPW/KPS/Fibrelite micro website
- **Press Kits** – company backgrounders, joint brochure, press releases, FAQs
- **Press Conference** – at the PEI/NACS Show
- **Executive interviews** (video and print)
- **Animation** – displayed at each company booth showing the unified force
- **Communications Brochure**
- **Promotional Candy Bars** – for use at tradeshows
- **Promotional Puzzle Pieces** – putting it all together
- **Promotional water bottles** – for use at tradeshows
- **Banner ads on all major trade press websites**
- All news items added to each company website
- **Global ad campaign** – all major trade publications & websites
- Conversion of KPS and Fibrelite to the OPW brand identity



Before a standing-room-only crowd at the OPW booth, OPW president David Crouse addressed representatives of the petroleum equipment industry's leading trade publications. Surrounded by Ian Thompson, Managing Director of Fibrelite, Lars Selling, Managing Director of KPS and Soma Somasundaram, president and CEO of Dover Energy, the group formalized the union to the trade press and answered questions.

Following the acquisition, both internal and external communications campaigns continue to flourish. In early 2014 an internal newsletter, the "OPW Communicator," was produced by the DH Publicity Team and distributed to OPW employees worldwide.

The theme of the OPW publicity program was "Putting It All Together." A wide array of communications pieces utilized a visual of three puzzle pieces coming together to complete the global retail fueling system picture.



PUBLICITY CASE STUDY

# SPANNING THE

with SI GROUP, INC.

This project was initiated by a quick phone call from a Product Manager with OPW Engineered Systems: “I’ve identified a customer, the SI Group, who is willing to be the subject of a Case Study focusing on the use of Drylok® Dry Disconnect Couplers in handling Phenol. I’d like to get global exposure on this story.”

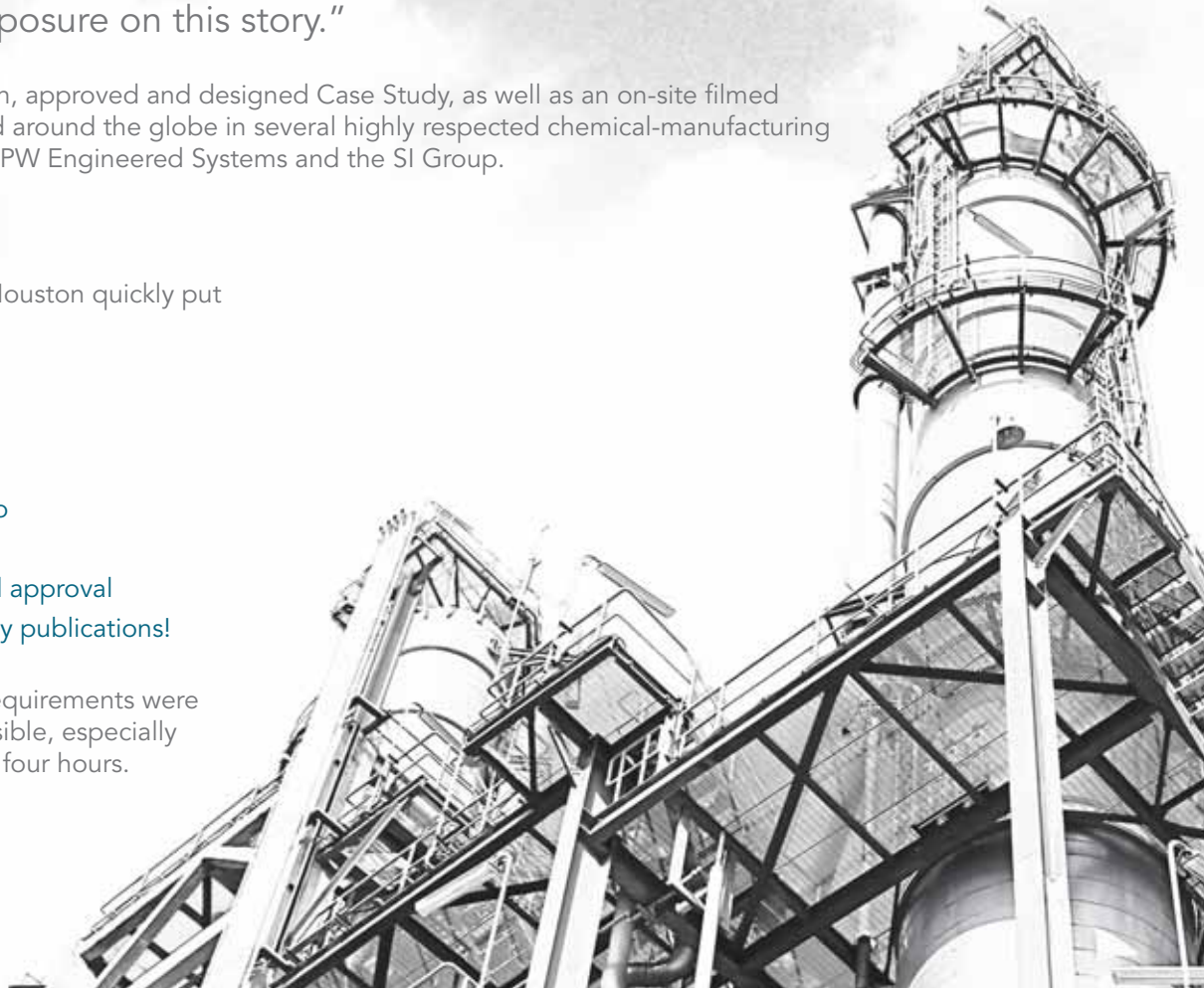
Two months later, that phone call resulted in a fully written, approved and designed Case Study, as well as an on-site filmed Success Story video. The Case Study eventually appeared around the globe in several highly respected chemical-manufacturing trade publications – all to the great satisfaction of both OPW Engineered Systems and the SI Group.

## HOW DID WE DO IT?

Recognizing the importance of the subject matter, DeanHouston quickly put its Publicity machine in motion to produce the story:

- Call SI Group to review the project
- Interview OPW and SI Group about the success
- Write the initial draft Case Study
- Visit SI Group facility to take photos and shoot video
- Edit and refine Case Study and Video
- Send materials to OPW and SI Group for review and approval
- Post final materials to websites and pitch story to key publications!

Throughout the process, OPW and SI Group personnel requirements were kept top-of-mind in an effort to be as unobtrusive as possible, especially during the on-site visit, which was completed in less than four hours.



# GLOBE



## THE RESULTS

All materials were placed on OPW and SI Group websites. Printed versions of the Case Study were made available at trade shows, while the video was posted on various YouTube channels. Over time, the Case Study received tremendous exposure in these major trade magazines:

- Chemical Engineering World's India edition in September 2011
- Hazardous Cargo Bulletin in the United Kingdom in October 2011
- Process Worldwide in November 2011
- A Chinese-language version in Process China in January 2012

While there is crossover among trade publications in the chemical market, DeanHouston selected as its target publications those magazines that do not compete directly with one another or that have policies precluding an article from appearing in another publication. This helped ensure widespread coverage of the Case Study.

This story and video were about much more than OPW selling couplers to one of the world's leading Phenol-handlers. Phenol, you see, is classified by the U.S. Department of transportation as a "Class 6.1 (poisonous) material," meaning it is hazardous to eyes, skin and respiratory tract. By producing this Case Study, OPW exhibited good "corporate stewardship" by informing readers not only of its products, but how they can help deliver the required environmental and personal safety levels when Phenol is handled.



PUBLICITY CASE STORY

# **LUBER-FINER FILTERS** **ON THE ROAD** **WITH ICE ROAD** **TRUCKERS**



*“If it doesn’t say **Luber-finer**, it doesn’t go on my fleet of ice road trucks!”*

– Allen Scraba, Owner-Operator,  
20-Year Ice Road Veteran



Capturing the essence of a brand is essential to effectively marketing and promoting that brand to the marketplace. There are many options to target a specific audience, though the very best approaches often result in the whole being greater than the sum of its parts.

The Luber-finer/Ice Road Truckers strategy, combined with the uniqueness of the subject matter and popularity of the show, created the “perfect storm” for the company to tell its brand story. Any time you can find end users willing to talk about the successes they have had using a product, the stage is set to help them tell their stories. Establishing credibility for a source is the key.

In this instance, you had a wonderful convergence of several key messages and media coming together to support the overall Luber-finer brand message. Luber-finer found a willing participant in Allen Scraba, Owner of ARS Trucking & Welding of Edmonton, Alberta, Canada, to tell his story.

Scraba could speak first-hand about the extreme environment in which heavy duty trucks are forced to operate on the now-famous Ice Road, which is the centerpiece of the History Channel’s television show. The Ice Road helps connect Yellowknife – the capital of Canada’s Northwest Territories and the home of a second ARS facility – to the Diavik Diamond Mines, located on an island in the middle of Lac de Gras, some 217 miles (350 kilometers) northeast of Yellowknife. Much of the road, which is only open for three months a year, traverses frozen lakes to reach the mines.

**LUBER FINER**  
BUILT TO DO MORE™

In the Luber-finer case study, Scraba was shown working alongside his trucks in the harsh Canadian winter environment making sure his and other fleets were running efficiently and working seven days a week to maintain profit margins. The other constant in Scraba's operation: the Luber-finer filters on his trucks and their reliability in the bone-chilling temps along the Ice Road.

After establishing the storyline, the credibility of Scraba, and the star quality of Luber-finer filters, it was time to re-purpose and re-format the narrative so that it effectively spoke to select niche audiences. The re-purposed/re-formatted messages were delivered via ads, email blasts, press releases and newsletters.

Each format reinforced the company's core message that Luber-finer was Built To Do More, and nowhere was that "More" needed than in a place where temperatures regularly drop to between -40 and -60 degrees fahrenheit.

From the initial case study, the Luber-finer story of quality heavy duty filters, reliably Built To Do More, was repeated with:

## Success Story (Video Format)

This video was shot on-site with the frozen-white extremes of the Canadian tundra as the backdrop. Scraba walks us through his fleet operation, the bleak emptiness of the environment a constant reminder of why reliability can mean life or death, and why Luber-finer is his brand of choice. This video received exposure with an initial post on YouTube.

## Press Release

The Ice Road Truckers success story, which included a written case study and on-site video, and the Luber-finer message, were pushed out to the media via a press release. Included within the press release was a link to the success story video on Luber-finer's YouTube channel. When the publications picked up and published the press release, the reader's eyes were introduced to the video via the YouTube link.

## Email Blast

The link to the Ice Road Truckers video was sent to non-media targets (i.e., internal employees, channel partners and distributors). The Email Blast generated internal excitement for Luber-finer, while also creating momentum in the heavy duty filter space by presenting links to the video, the written case study and copies of advertisements to channel partners and distributors.

## Advertisements

Targeted at specific On-Highway trade publications, ads featuring Scraba, his mustache covered in frost, were created as a way to present the Ice Road setting as the harshest environment around – an environment that demanded Luber-finer heavy duty filters. The ads invited readers to visit the Luber-finer.com website and find links to the video, case study and product details.

## Newsletters

Luber-finer produces monthly newsletters for each of its target markets. During the launch of the Ice Road Truckers campaign, the On-Highway monthly newsletter featured Scraba and the Luber-finer/ Ice Road story, and provided links to the video and written case study.

The Luber-finer Ice Road Truckers treatment illustrates how a powerful story, if strategically positioned and successfully leveraged, can radiate through multiple channels, media formats and outlets to reach the target audience.



**LUBER-FINER**  
BUILT TO DO MORE

### Demanding Quality

In 25 years of operating a truck fleet in some of the harshest environments in the world, Allen Scraba has relied on only one filter brand.

*"When temps get to the 50, 60, 70 belows you have to be able to count on the equipment you use. I've always been able to count on Luber-finer. If it doesn't say Luber-finer, it doesn't go on my trucks."*

Allen Scraba, Owner  
ARS Trucking & Welding

**LUBER-FINER**  
BUILT TO DO MORE

PRESS RELEASE - FOR IMMEDIATE RELEASE

For Further Information Contact:  
Averil Goodman, Marketing Coordinator  
Luber-finer/Champion Laboratories, Inc.  
(618) 445-5410 or [agoodman@champlabs.com](mailto:agoodman@champlabs.com)

### Luber-finer Filters, ARS Keep Trucks Rolling

When the temps reach 70-degrees below zero, ARS Trucks in Albia, IL - May 9, 2011 - For fans of the History Channel program "Ice Road" Scaba's name may be familiar. He and his company, ARS Trucking & Welding, were featured in an episode from the famous "Ice Road" series. Scaba's name was mentioned in the episode in relation to the truck filters he uses. Scaba has committed equipment to the program to keep these projects running in the world. To keep these projects running, Scaba has committed equipment to the program to keep these projects running. Scaba has committed equipment to the program to keep these projects running.



### "If It Doesn't Say Luber-finer, It Doesn't Go On My Fleet of Ice Road Trucks!"

**BUILT TO DO MORE™**

On the Ice Road we deal in extremes. My customers count on me to keep their rolling...and I go the extra mile to make sure I do because an equipment failure here is brutal business.

*That's why I count on Luber-finer.*

Like me, Luber-finer is built to do more for their customers. Consistently reliable, trouble-free OEM-grade quality filters backed by 75 years of engineering excellence, unparalleled customer service and the best on-time delivery in the business. Nothing goes on my trucks but Luber-finer...and that's a cold hard fact!

The most trusted name in heavy-duty filtration since 1935, at Luber-finer, we've **Built To Do More** so you can do more. Give us a call to learn more about what we can do for your business.

*John Garther, VP Engineering,  
backed by more than 600 combined years of engineering expertise*

*"When temps get to the 50, 60, 70 belows you have to be able to count on the equipment you use. I've always been able to count on Luber-finer. If it doesn't say Luber-finer, it doesn't go on my trucks."*

**Allen Scraba**  
Owner/Operator  
& 20 year Ice Road veteran  
ARS Trucking & Welding  
Alberta, Canada

Visit Luber-finer at **MAT Booth**

**LUBER-FINER**  
BUILT TO DO MORE

Discover Luber-finer's NEW phone app at: [www.luberfiner.com](http://www.luberfiner.com)

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PUBLICITY CASE STUDY

# DEADLIEST CRASHCATCHER





*“The fishermen depend totally on the engines running and continuing to run. You cannot use anything that can possibly fail while you’re at sea, much less a filter. We have never had a failure with a **Luber-finer filter**, and the guys really depend on them.”*

– Warren Aakervik  
Owner, Ballard Oil



## Deadliest Catch Inspires **LUBER-FINER** Reliability Story

The Luber-finer Deadliest Catch Success Story leveraged yet another television show to build upon the promise that Luber-finer was an extraordinarily dependable filter that could deliver performance in the harshest environments.

The popular Discovery Channel reality show, Deadliest Catch, had established the Aleutian Islands port of Dutch Harbor, Alaska, as the regional setting for the show. And just what was the supreme test for a product to prove its quality and reliability in the harshest of work conditions? A fishing vessel on the Bering Sea!

Considered the most dangerous occupation in the U.S., commercial fishermen endure unimaginable conditions on the Bering Sea and off the Alaskan coast. The sea’s unforgiving churn claims the lives of fishermen each and every year.

Notwithstanding the sad but true dangers, this was the perfect setting to tell the Luber-finer story – one of rugged dependability and rock-solid reliability. Aakervik, a no-nonsense veteran of the maritime fishing trades, portrays the level of trust bestowed upon Luber-finer filters by the Deadliest Catch star boats, their captains and crews. Getting stranded at sea is not just an inconvenience – it can also result in one’s death sentence.



The Luber-finer brand story is all about reliability, quality and trust. Aakervik and the Deadliest Catch success story capture the reality of how a simple fuel filter can be the difference between being the tragic lead story on the nightly news and a ship and her crew returning home safely. With the Luber-finer story of reliability told first-hand by Aakervik on the Success Story Video, it was time to re-purpose the great content and radiate out the message.

### Success Story (Video Format)

This video was shot on-site at the Seattle docks where Ballard Oil is located. Idle fishing vessels moored in the background during the off-season provide real-life credibility for Warren Aakervik's commentary on his unique role servicing the fishing vessels and his reliance on Luber-finer filters. The video's YouTube post received a lot of attention.

### Press Release

The Deadliest Catch video and the Luber-finer message, received considerable press coverage from its strategic delivery within an initial Press Release. The PR contained a link to the video while announcing the Success Story to targeted trade publications, which promoted the link in their print and digital products.

### Email Blast

Distribution of the Deadliest Catch video information was sent to non-media targets (i.e., internal employees, channel partners and distributors). This Eblast generated internal excitement and helped build momentum in the HD filter space.

### Advertisements

Targeted at specific trade publications, these ads featured Aakervik and the Deadliest Catch setting as the harshest environment showing Luber-finer as the HD filter of choice. Ads encouraged readers to visit the Luber-finer.com website and find links to the video, case study and product details.

### Newsletters

Luber-finer produces monthly newsletters for each of its target markets. During the launch of the campaign, the monthly newsletter featured Aakervik, the story of the Deadliest Catch boats and Luber-finer, as well as links to the video and case study.



1. "To My Customers, Failure Could Be Deadly. That's Why I Trust Luber-finer."

2. LUBER-FINER BUILT TO DO MORE PRESS RELEASE - FOR IMMEDIATE RELEASE



Each Fleet in the industry for decades... Seattle, WA. Warren Aakervik takes a... vessels involved on The Discovery... Grabbing boats. You see, as the owner of... Luber-finer filters to the captains of many of...



3. Servicing the Deadliest Catch Fleet  
Ballard Oil, Luber-finer filters supporting marine industry for decades... May 2, 2013 - From his base of operations in Seattle, WA, Warren... the performance of the Deadliest Catch vessels involved on The Discovery... of Alaska King Crabbing boats. You see, as the owner of Ballard Oil... Luber-finer filters to the captains of many of those boats...

"I keep Alaska's Deadliest Catch vessels stocked with quality equipment. I trust Luber-finer to keep me stocked with the premium filters they need, when they need them, so my customers don't become stranded at sea. Luber-finer has been there for me."

LUBER-FINER BUILT TO DO MORE

4. The Perfect Catch



Those who are wondering exactly what a difficult, stressful, dangerous job is can get a first-hand look by watching the Deadliest Catch television series. A staple on The Discovery Channel's programming the Boat since 2005, Deadliest Catch follows the... From his base of operations in Seattle, WA, Warren Aakervik takes a sense of pride in the performance of the Deadliest Catch vessels. You see, as the owner of Seattle-based Ballard Oil...



Serving the Fleet  
While the boats that appear on the Deadliest Catch are the attention-grabbers, the ever anchoring the Lake Washington Ship Canal near the historic Al. Christensen Locks in Seattle—is serving and supporting the unique needs of a wide array of Pacific Northwest and Alaska fishing fleets. By supplying them diesel fuel, fuel lubricants, hydraulic oils, greases and many other related supplies, Ballard also operates a full-service heating-oil delivery business that covers the greater Seattle area.



A core objective of the Luber-finer publicity program was to cover every conceivable customer touch point. It was a compelling story and we wanted to make sure everyone heard it loud and clear!

Case Study: The Perfect Catch

Case Study: The Perfect Catch

# THE RAINMAKER GR

LET IT RAIN.  
WATCH IT POUR.

The Rainmaker Group is a market-leading provider of automated revenue management and profit optimization software solutions for the Gaming/Hospitality and Multifamily Housing industries.

On multiple levels, the Atlanta-based firm is running a parallel growth path along which DeanHouston is also now speedily traveling.

First and foremost, the two entrepreneurial companies are customer-centric. Indeed, a critical cornerstone of each company is its highly demanding, highly rewarding brand of customer care. Both companies work hard to build long-term business relationships with their customers. Their respective records of customer retention are powerful testaments to the effectiveness and market acceptance of each company's unique brand of service and support.

## THE SIMILARITIES DON'T STOP THERE.

Both The Rainmaker Group and DeanHouston have earned spots on the Inc. 5000 list of America's fastest growing private companies – four and three consecutive years, respectively.

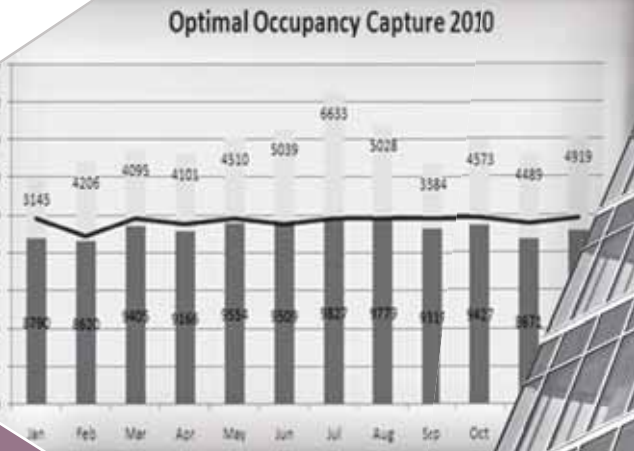
Both have also won top local business publication awards for two years running – Rainmaker winning consecutive Pacesetter awards from the Atlanta Business Chronicle as one of Atlanta's 100 fastest growing private companies, and DeanHouston, consecutive Fast 55 awards from the Cincinnati Business Courier as one of Greater Cincinnati's 50 fastest growing private firms.



INC. 5000 LIST OF AMERICA'S FASTEST GROWING PRIVATE COMPANIES | PACESSETTER AWARD | ATLANTA'S 100 FASTEST GROWING COMPANIES

# GROUP

## AWARD WINNING PARTNERSHIP





# LEADING WITH PUBLIC RELATIONS

Both The Rainmaker Group and DeanHouston deeply value and routinely unleash the power of public relations initiatives as strategic components of their respective business and marketing communications strategies.

And these initiatives are not afterthoughts or singular in nature, but yet are woven into the cultural fabric of each organization. Good advertising with strategic messaging can get your target audiences to slow down and take notice, but relevant editorial content, written and presented objectively and credibly, is a more effective approach for stopping your key stakeholders in their tracks.

So then, just what is it about this vibrant company that's attracting not only world-class brand names from the gaming/hospitality and traditional hospitality industries, but also continues to lure to its growing ranks the best-of-the-best high-tech talent? There's perhaps no better, more credible source for answering this question than to go straight to the sources; that is, Rainmaker customers and Rainmaker staff.

And there's perhaps no more compelling way to communicate the essence, character and texture of this type of story than through the use of video. DeanHouston has produced a number of videos – in collaboration with Rainmaker – that helps answer the question presented above.



## CULTURE VIDEO

Today's progressive companies, like The Rainmaker Group, are using culture videos as a tool to showcase their enterprise to prospective customers. These fast-paced videos are also useful in the recruiting of top talent.

DeanHouston uses real people (e.g., employees, customers) telling real stories in their own words, weaving those pieces together to tell a larger story. We use a journalistic tack to uncover the story and tell it with an authenticity that rings true. We mix prearranged interviews, interviews on the fly, boots-on-the-ground, guerrilla-style videography, and supplement with plenty of dynamic b-roll footage.

The result: A story that works harder than the traditional canned approach of days gone by. Our goal is to stamp a customer's story in both the **heads and hearts** of its key stakeholders.

Because we focus on real people and go as deeply into their stories as we do, emotions emerge that underscore the power of a customer's unique story and help drive it home. The process is proven. The results are arresting.

## CUSTOMER TESTIMONIAL VIDEO

DeanHouston has employed essentially the same approach on Rainmaker customer testimonial videos. We avoid scripting and contrived responses. The words of real people who have experienced first-hand the Rainmaker brand of customer care are so much more powerful. The effect is of a mini-documentary, but with more emotion, more inspiration.

*“The video (DeanHouston produced) is KICK ASS!!!! Love it...”*

**Bruce Barfield**  
CEO and Co-Founder  
The Rainmaker Group



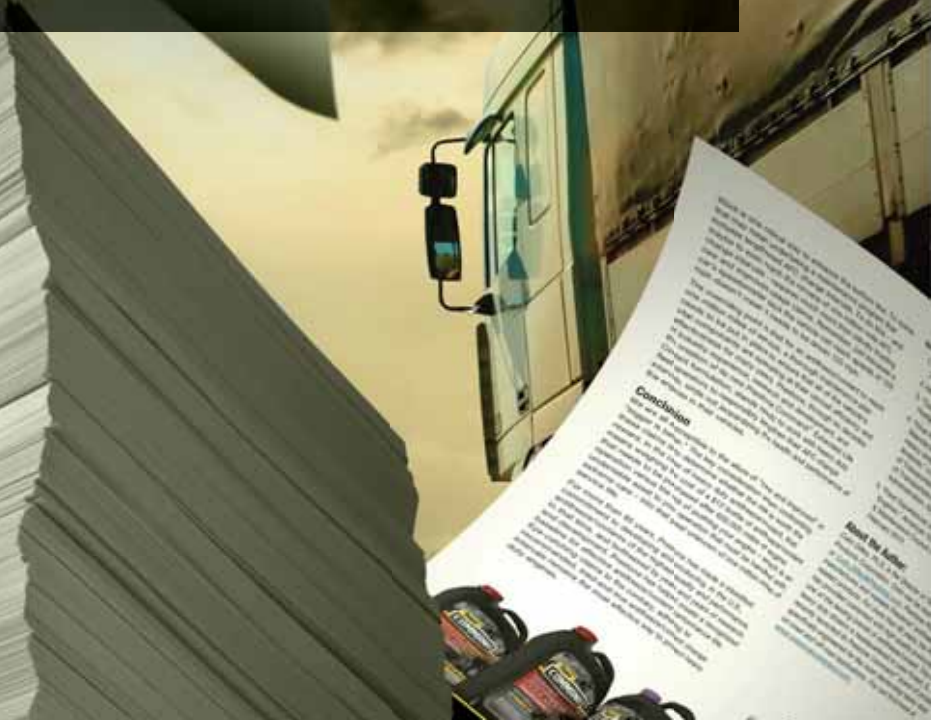
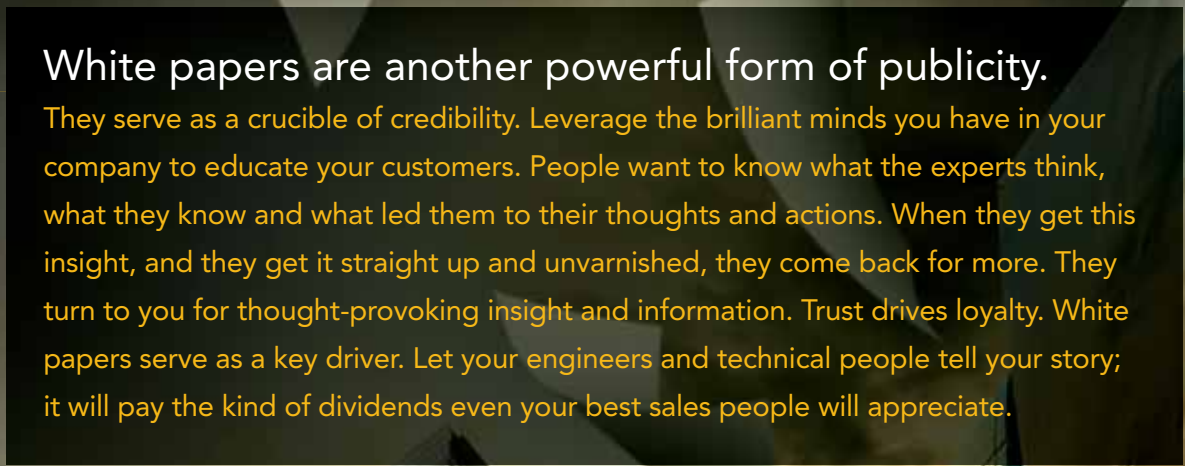
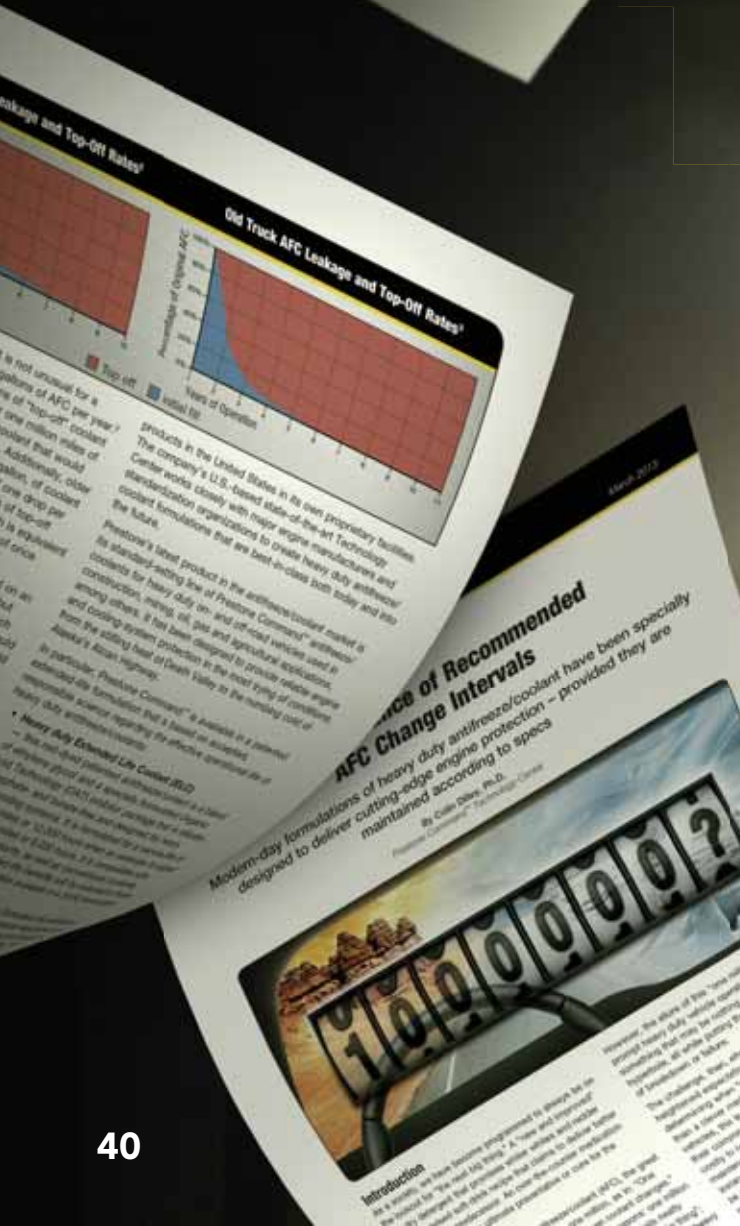
ANYWHERE. ANYTIME. ANY ENGINE.™

# WHITE PAPERS

## THE SECRET FORMULA:

GAIN INTEREST • SECURE OUTLETS • RADIATE OUT

White papers are another powerful form of publicity. They serve as a crucible of credibility. Leverage the brilliant minds you have in your company to educate your customers. People want to know what the experts think, what they know and what led them to their thoughts and actions. When they get this insight, and they get it straight up and unvarnished, they come back for more. They turn to you for thought-provoking insight and information. Trust drives loyalty. White papers serve as a key driver. Let your engineers and technical people tell your story; it will pay the kind of dividends even your best sales people will appreciate.





# Utilizing the white paper format as the Publicity lead for Prestone® Command®, DeanHouston strategically unleashed several different levels of additional publicity and media exposure.

That additional media exposure had a multiplying effect on the audiences we were able to reach and the overall impressions we were able to deliver. Writing a White Paper is the first step in taking consistent brand messaging in different directions (i.e., trade media, social media, channel partners). The process starts with the approach. The skill is in taking the “highly technical” and making it “simple” to understand. This will help ensure the typical reader is not overwhelmed with data overload. It’s important to not intimidate readers, but rather piques the interest of the trade editors who are the decision makers for what does and does not get published.

## GAIN INTEREST

Writers of White Papers must resist the temptation to lump data and statistics into clumsy, slow-reading narrative that may intimidate or otherwise confuse the reader.

## SECURE OUTLETS

A well-written White Paper garners attention, holds it, and secures additional exposure through additional media and messaging outlets. If you can gain the interest of a trade publication editor, you can likely gain the interest of your target audience as well.

## RADIATE OUT

The White Paper is the seed that can help grow a larger, more prosperous brand message. There are many directions you can go to grow your brand identity – both through internal and external channels.

Some of those key decisions include the digital online posting of the entire White Paper; acceptance of additional product materials for print/posting by the trade publications; and, in this instance, a request to have Prestone’s strategic brand voice, Colin Dilley, included in future articles as an industry expert in coolant-related topics.

Each of the publicity opportunities, especially the trade articles, directly radiate out from the initial White Paper into additional forms of publicity; i.e., posted in digital form, on the Prestone Command website, and promoted through social channels.

A recent Prestone Command White Paper that featured new self-testing coolant kits garnered a request by one trade publication to appear in a seven-minute feature video. It spotlighted Prestone Command and featured Dilley as the industry expert. This video lives in digital forms at the trade publication site and on the Prestone Command site. Additionally, this video receives social media play on a bimonthly basis.

The Prestone Command core publicity process began with the composition of the White Paper, which relied heavily on the initial ability to Gain Interest. The process then moves on to Secure Outlets, while continuing to Radiate Out the core brand message.





# NEWSLETTER STRATEGIES

## TELLING YOUR STORY INSIDE & OUT

# IMPROVING ACCESSIBILITY TO THE LATEST NEWS

There is so much news and so many ways in which to receive it these days, it is nearly impossible to find enough hours in the day to absorb it all. This can create a quandary for the employees of industrial clients, since they need to stay abreast of the latest developments within their specific disciplines and markets.

That's why customized, topical and/or industry-specific newsletters are common. The DH Publicity Team produces three basic types of newsletters:

## General Customer Newsletters

These newsletters serve up general information related to the industries in which the client operates. They are disseminated to a general distribution list of both employees and channel partners. Some examples include:

- "Midland Edge" from Midland Manufacturing
- "Pipeline" from Blackmer
- "Alert" from Neptune™ Chemical Pump Co.
- "SourceLine" from Source™ N.A.

## Vertical Market Newsletters

These newsletters deliver relevant industry content to specific vertical markets in a concise, easily digestible format. Some examples include:

- "Mining" and "On-Highway" from Luber-finer
- "Shale Oil & Gas" from OPW
- "Oil & Gas Update" from Pump Solutions Group (PSG®)

## Internal Newsletters

These newsletters are designed to keep employees apprised of the goings-on within their companies. This can include information on the release of new products or updates on global operations. It's an ideal platform for publicizing and welcoming new employees or highlighting upcoming tradeshow. Some examples include:

- "Corporate Newsletter" from PSG
- OPW World
- OPW Communicator

In all instances, these Newsletters – which either can be emailed or printed and mailed – provide pertinent information in a neat package that helps employees and, in many cases, channel partners stay well-informed. Today's global companies produce their newsletters in multiple languages.

# EVENT PLANNING

KRYSTAL'S TIPS FOR SUCCESS



Events are not publicity...but they sure make for great news! Events are high profile. They demand an experienced leader who is an excellent planner, can multi-task, has the temperament and tact to deal with a lot of different personalities and can adapt to unanticipated circumstances.

DeanHouston has individuals dedicated to managing every aspect of an event – from the smallest meeting or training session to massive 1,000+ person events that require preparation 12 months in advance. Precise coordination with hundreds of touch points is among the skillsets our seasoned team possesses.

To help reduce your event planning stress, we've asked Krystal Garcia, DeanHouston event planning specialist, to share some of her secrets. As simple as they may appear on the surface, events can be overwhelming once you get into the details. The better planning you do on the front end, the more discipline you exercise throughout the process, the better you will be able to control your blood pressure and the inevitable last-minute rushes that can quickly upset your event (and your attendees). Procrastination is the enemy of event planners. Start early and keep things on track, and you'll be successful. And if you really want to make sure things will turn out right – call Krystal; she's always happy to help.

## 1. INITIAL PLANNING & BUDGET



- **DETERMINE EVENT OBJECTIVES**

Before designing your event, you first need to determine your event objectives – both primary and secondary. Understanding your event's purpose will help you establish clear objectives and your desired ROI – both tangible (short term) and intangible (long term). This will enable you to select the right event style and help you achieve your desired results. There are many different event styles – notably Conferences, Conventions, Executive Retreats, Sales Seminars and Fairs. Each of these event scenarios will require you to invest varying degrees of time, money and energy. That's why it's important to understand which event style will give you the most value and is the best approach for meeting your company's objectives.

- **BUDGET**

The next step is to establish the scope of the event. Two criteria will determine this: Money and objectives. To create an event that can meet your company's objectives, you need to understand your company's event vision. Understanding the event vision will help you understand what is most important. Define your budget based on your "event vision wish list of inclusions." This will help you determine what's realistically achievable and what is not.



- **THEME**  
Identify the theme or focus of the event so you can produce the invitations, registration site, decorations, entertainment, meals, programs and flow of the agenda in a design style that creates a consistent look, feel and experience.
- **VISUAL AESTHETICS & EVENT EXPERIENCE**  
Always include room in the budget for graphics, banners, opening/closing videos, photo slideshows, swag bags, welcome packets and engaging activities. Focus on creating a memorable experience, not just an event.



## 2. ORGANIZATION & TIMING

- **CRITICAL PATH TO SUCCESS: CREATE A MASTER EVENT-TRACKING FILE**  
Creating a master event-tracking file is key to keeping everything organized and within budget. Add in everything you will need to make the event a successful one. This includes everything from hotel contracts to food & beverage, transportation, audiovisual, team-building vendors, guest speakers, gift bags and more. Include a column to show estimated costs as well as a column to show actual costs.



## 3. LOCATION

- **SITE SELECTION**  
Consider the time of year, national or religious holidays, flight and transportation costs to reach the location, as well as the day(s) of the week. Each of these will impact your budget and attendance.
- **LOCATION REQUIREMENTS**  
It's best to do a site tour of at least 2-3 locations to get a full view of pricing and venue options. If your event requires a number of meeting rooms for multiple breakout sessions, or you expect the event will be well attended, you will need to make sure the hotel can house your entire guest list and can accommodate the required meeting space.
- **LOCATION OPTIONS**  
There are many types of event locations from which to choose. Today, more and more companies are creating unique experiences by incorporating interesting venues into their agendas. Meetings and conferences are no longer just being held in hotels and convention centers, but also now on cruise ships, private estates, museums, art galleries, wineries, theme parks and theaters. It all depends on your imagination and what fits your budget, theme and objectives.

- **CONTRACTS**

Always have in hand copies of all signed original contracts and key correspondence in case disputes arise regarding contracted locations or other agreed-to activities. This will allow you to resolve issues immediately. A pre-con meeting may be needed involving anywhere from three to hundreds of people (depending on the program's intricacy). Everyone's actions must be in sync. It's like a relay team; one passing the baton to the other at precisely the right moment. If someone drops the baton, someone else must be ready to pick it up and run with it without missing a beat. A thorough review of your contracts and function sheets will help ensure that nothing falls through the cracks or is overlooked. Your goal is to ensure that all involved are operating from the same page and that everything agreed upon is in place.



## 4. TRANSPORTATION

- **BY AIR**

Some companies prefer to have their attendees book their own flights through online travel agencies (OTAs). Others utilize corporate travel companies to take advantage of special rates and savings. This is determined either by your budget or by your company's travel policies.

- **BY LAND**

Whether or not your company is covering the cost of transportation for your VIPs, attendees, and group activities, there are many transportation options. If you are having your event at a hotel, check to see if it has an in-house transportation service, as you may be able to negotiate discounts into your hotel contract. If the hotel doesn't have in-house transportation services, it can provide you a list of recommended third-party transportation services and a list of nearby airports and hotel properties.

## 5. GUEST ARRIVAL



- **VIPs**

Coordinate with your event manager any special requests for your VIP guests. It is key your VIPs have a successful check-in experience and the rooms meet all their needs and are equipped with any special welcome gifts and amenities.

- **REGISTRATION DESKS**

If your event requires a registration desk, locate it close to the hotel check-in desk (assuming it's held at a hotel) to make the check-in and registration process quick and easy.



## 6. VENUE REQUIREMENTS

- **MEETING ROOM REQUIREMENTS**

It is essential you identify all event requirements before starting to check the availability of venues. What may seem initially to be the perfect fit may turn out to be inadequate once you take into account all of your needs. Keep in mind the timing of your suppliers' (décor, entertainment, caterers, audiovisual) move-in times, setup, rehearsal, teardown, and move-out schedules, as well as the myriad logistical requirements that could impact your decision on the venue space.

## 7. FOOD & BEVERAGE



- **F&B CONSIDERATIONS**

Food, beverage and how they are served, as well as room layout, also play an important part in the strategic planning of how to satisfy certain company and event objectives.





- **MENU PLANNING**

Build a menu around the theme of the event. If your company is big on wellness, you may want to have your morning and afternoon breaks filled with healthy snacks, instead of cookies, candies and potato chips. If your attendees come from around the globe, you should carefully consider and respect the cuisine of the countries represented. Be sure to include vegan, vegetarian, allergy-sensitive, gluten-free and other special requests in your menu choices to accommodate all guests.

- **CUSTOM PROGRAMS**

You may want to incorporate custom programs into your event, for example, a wellness challenge.

- **TEAM-BUILDING ACTIVITIES**

Team-building activities should tie-in with the focus and theme of your event. If the theme revolves around your company's global expansion, consider dividing your guests into teams comprised of a mixture of people from different states, provinces and countries. The activity should foster interaction, allowing relationships to form and communication to flow.

## 8. OTHER CONSIDERATIONS



- **ENTERTAINMENT**

If you include entertainment, choose something that enhances your guests' experience. Consider the age group you are entertaining.

- **PHOTOGRAPHERS & VIDEOGRAPHERS**

Utilizing photographers will help capture every moment. If your attendees have a good experience, they will want pictures to remember the event and to share with colleagues, family and friends. You may also consider a videographer to capture the event. The footage can be used in a video played at the end of the event or can be sent to attendees after the event. Video clips can also be played in the morning as guests arrive or during breaks.

- **WELCOME BAGS/SWAG BAGS**

Budget permitting, consider items that fit the theme or location of the event. There are many creative options today. From custom iPad cases to the latest in travel bags, clothing, hats, sunglasses, watches, and more. Consider quality over quantity. It's better to give a quality pair of sunglasses than to give cheap items that will simply be thrown away after the event is over.





- **WELCOME PACKETS**

Welcome packets are a nice way to organize all the information attendees will need. These could include a name tag, table tent, map of the venue, event agenda, attendee bio book, welcome letter and other hotel or venue location details (on-site restaurants, spas, fitness centers and surrounding attractions).

- **PERMITS**

Be sure to have all required permits in advance of the event. For example, if a portion of your event is held on the beach, you will need to check with the city to see if a permit is required. If you are transporting a large group in a bus and require curbside parking to drop off guests, you may need a parking permit.

- **EVENT RISK ASSESSMENT**

Risk assessment plays an important role in event design and is not limited to just one area. Risk assessment and event liability can include everything from location and weather considerations to financial issues and actual event inclusions. Each must be carefully appraised with protective-measure costs factored into your program before signing the contract.

## 9. MEASURE THE EFFORT AND CONTINUOUS IMPROVEMENT

- **EVENT SURVEY**

At the conclusion of your event, you should have a survey ready to send to attendees. The goal here is to “Measure the Effort” and to practice “Continuous Improvement.” You will never receive 100% positive feedback, but responses will give you insight into what worked and what didn’t. Attendees will often give you good suggestions and ideas that can be incorporated into future events. Every year, your goal should be to make the next event even better than the last!



# ALWAYS STRIVING FOR CONTINUOUS IMPROVEMENT

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PUBLICITY CASE STORY

# DOVER ENERGY'S CONTINUOUS IMPROVEMENT CONFERENCE, **2014** KAIZEN FAIR



## Each year, Dover Corporation's Dover Energy market segment hosts a Continuous Improvement Conference.

In 2014, the Dover Energy companies that participated included Dover Artificial Lift, Waukesha Bearings, Tulsa Winch Group, Cook Compression, Quartzdyne, and US Synthetic. Dover's Fluid segment also joined the conference and was represented by OPW.

Event leaders formed a steering committee 11 months in advance of the actual conference itself. Over the next few months, a venue was determined. A theme was developed. All associated activities were identified. A timetable was put together. Various teams were organized and responsibilities were divided. Teams met weekly, working side-by-side as a tight-knit, collaborative group flawlessly executing the details – or so it appeared. Even the best laid plans can unravel and so each team member had to have nerves of steel, a willingness and capability to be highly flexible, resourceful, as well as possess a calm, solutions-oriented disposition to manage the event in the moment! It is not for the faint of heart. The Dover Energy Continuous Improvement Conference team certainly had this necessary teamwork chemistry, which helped make the event memorable and undeniably successful.



*The Dover Continuous Improvement Conference represents a case study in collaboration at its best. Many, many people teamed up over a nine-month period to help make this event a tremendous success. The end result: the event was out of this world!*



The quality and visual continuity of Dover Energy's event communications are worth noting. The communications tools not only help to set the tone and expectation for event participants, but send a message to stakeholders regarding the importance the company is placing on the event. In Dover Energy's case, it is evident the company considers Continuous Improvement highly important.

**DOVER ENERGY™**

Since the conference was held in Houston, Texas, only minutes away from NASA, it seemed fitting to create a theme around "mission control." Conference leaders chose *Mission for Continuous Improvement*. DeanHouston wove this theme into a design template that was applied across all aspects of the event, including pre-event marketing materials, a micro website, invitations, signage, promotional items and more.

The three-day event welcomed more than 350 attendees and was held at The Woodlands Resort & Conference Center in The Woodlands, Texas.

The Continuous Improvement Conference focused on Kaizen processes. Kaizen, a Japanese word meaning "continuous improvement," is a business philosophy that Dover takes very seriously and practices religiously across all its operating companies, encouraging them to develop processes that eliminate waste and increases productivity. Each year, op-cos from the Dover Energy segment compete in a special Kaizen Fair, a half-day competition and fair conducted during the conference. Each op-co

submits its Kaizen challenge and solution in the form of a video. The video showcases the front office or factory Kaizen process implemented. Each op-co shows an accompanying PDCA (plan-do-check-act) and attendees visit their booth to view the Kaizen video and gain insights into the PDCA process. Event attendees then cast votes for the Kaizen event they believe is the most innovative and effective. It is a competitive event that is not only fun but also inspirational and educational. All participants walk away winners. Three teams receive special recognition. This year's winning teams took home Surface Pro's, Go Pro cameras, trophies, and certificates, while everyone else took home a great experience!

In addition to the Kaizen Fair portion of the conference, there were general sessions, individual breakout meetings, team-building competitions, tours of local Dover op-co facilities, and an awards ceremony – all of which required coordination. Many people participated in the event, including DeanHouston, which helped coordinate the meetings and various activities.

Dover Energy's 2015 Continuous Improvement Conference and Kaizen Fair has been scheduled for May 11-13 at The Woodlands Resort & Conference Center.



*Dover Energy President & CEO Soma Somasundaram (at podium and on left in the group photo), and Dover CEO Bob Livingston (far right in group photo) recognize one of the winning Kaizen Fair operating company teams.*

*Problem solving is a key aspect of the event and is a robust team sport.*

VOICE  
OF THE

# CUSTOMER

PSG LEADERSHIP SUMMIT 2014



DeanHouston has the honor of organizing the annual Pump Solutions Group (PSG) Leadership Summit. In January 2014, the 4th annual summit was held at The Ritz Carlton in Laguna Niguel, California. The three-day summit brings together PSG's Senior Managers, Directors, Vice Presidents and Presidents from all functions and global locations. It is a world-class event, so planning begins 10 months out.

Each year requires a new theme. Themes are based on the organization's focus and its business objectives. A steering committee is formed and the theme is determined. DeanHouston Event Coordinator Krystal Garcia begins working with the committee to scout venues and develop a program implementation plan, budget and timeline.

For the 2014 summit, the theme focused on "Voice of the Customer." The secondary but equally important theme that remains the same year-after-year revolves around cultural growth and strengthening relationships across all functions and PSG locations globally. This quote opens the summit: "Let all of us ensure we conclude this week a far closer team than when we arrived."

To put everyone at ease and help foster trust, openness, teamwork and collaboration, the meeting commenced with a light-hearted, spoof video of the leadership team. For the team-building event, the entire group visited Disneyland where teams competed in a race around the park. It was a timed race. Each team had to be at specific locations at set times and were required to answer a series of questions to receive clues enabling advancement to the next location.

An onsite photographer captured the fun. Relationships were indeed strengthened as a result of this exercise.

Dinner and cocktails at the Grand California Hotel just outside the Disneyland Park entrance in Anaheim, California, ended the day's activities. A slideshow of the day's event (set to music) played during the trophy ceremony.

A three-day executive meeting preceded the Leadership Summit, thus making it a six-day event. What made this event a success? The precise orchestration of the various interrelated activities – from general sessions, breakout meetings and an awards ceremony, to team-building activities, offsite day trips and factory tours.



*The PSG Leadership Summit is all about building an effective leadership team, so it makes sense that a team exercise that required collaboration under pressure was an integral part of the summit. Educational. Productive. And, yes, entertaining.*





OPW is committed to global brand continuity, and DeanHouston is dedicated to replicating the OPW identity worldwide. The UNITI Expo in June 2014 presented us the opportunity to make an OPW brand statement to the European retail petroleum community, with an exclamation point!

# TRADESHOW MANAGEMENT & BUILDING AN IMPRESSIVE UNIFIED GLOBAL TRADESHOW






In March 2013, DeanHouston presented OPW with a new tradeshow booth concept – an imposing 3,000 square-foot booth consisting of a series of impressive 16’ towers, five 80” LED monitors playing a series of leading-edge animations, a stage and seating for 24, contemporary aluminum and acrylic structures for interactive product displays, a bar, stools, tables and chairs, plus a centrally located meeting room, including an expansive area that could hold the hundreds of show attendees who would ultimately make OPW a juggernaut at the industry’s largest and most prestigious retail petroleum tradeshow. But this was only for North America. DeanHouston replicated the booth eight months later at the UNITI Show in Stuttgart, Germany, thus propagating the OPW brand presence in grand fashion. Keith Moye, VP Global Marketing for OPW, spearheaded the initial effort. He worked collaboratively with the DeanHouston creative and tradeshow development team, providing the necessary criteria for the new booth.

Based on Moye’s input, the DeanHouston creative team developed and presented a series of rough conceptual sketches of the booth. Employing a rough-sketch process allows DeanHouston to work very fast and present dozens of ideas in short order.

# LOGISTICS

PRESENCE THE OPW WAY




Working from the rough sketches, Moyer and the DeanHouston team meticulously assessed every element of the booth, from the design aesthetics and materials of construction to the type of graphics and audio / video technologies to be deployed to the hanging sign options. The group then took the best-of-the-best design ideas, combined them, developed a second round of rough sketches, until finally settling on the preferred booth design. Once the final rough sketch was finalized and everyone had signed off on the design, DeanHouston's team prepared a dimensionally accurate engineering construction drawing and full-color 3D rendering. These sophisticated renderings were created for the individual booth structures, the product displays and the complete floor plan. The entire process took approximately eight weeks.

The physical booth construction was the next step. For the next eight weeks, DeanHouston managed the construction of the booth structures (16' high x 10' wide towers, 10' x 10' office, 4' x 10' stage, bar, and audio / video system); created four 60" x 120" backlit tower graphics; dozens of specialty graphics; a 20' x 20' hanging sign; designed, engineered and built more than 15 interactive floor displays; as well as created eleven animations and videos. It was an impressive feat, but more importantly, it was an impressive exhibit befitting a company of OPW's character and reputation as a global leader. Indeed, the new booth expressed a bigger, bolder, even more progressive company. The initiative helped OPW reinforce its brand messaging to the world that it was still the one company *Leading the Way in Retail Fueling*.

## TAKING THE SHOW ON THE ROAD

Ingrid Andersson, Director of Marketing, and Marie Eriksson, Marketing Manager for OPW's Europe, Middle East & Africa business unit, led the charge internally, providing DeanHouston the design and aesthetic insights and direction required for a European-centric exhibit. They included the following mandatory requirements:

- Maintain brand continuity with the new OPW global brand identity
- Make the booth inviting to customers (clean, open, uncluttered)
- Have easy to understand product displays
- Keep all messaging concise
- Make the marque brand names prominent (KPS, Fibrelite, AVANCE, and Integra) – yet not as dominant as the OPW brand name / logo
- Utilize the same tower structures and graphic design as the U.S. (ultra-large backlit graphic panels and iconic environmental swoosh)
- Make the center "temple" area promoting the OPW logo higher and more visible than the rest of the booth (for long range wayfinding by customers)
- Keep the background clean and unobtrusive (i.e., a white perimeter wall displaying the iconic OPW environmental "swoosh" provides elegance and comfort).



## OPW REPLICATES ITS IMPRESSIVE BOOTH PRESENCE AT THE UNITI EXPO IN STUTTGART.

From this direction, and a set of preliminary design renderings, DeanHouston created dimensionally accurate construction drawings and 3D renderings of the booth tower structures, back walls, bar, storage area, temple, product displays and graphics. Upon approval from Andersson and Eriksson, DeanHouston's Project Manager for UNITI, Bill Avery, developed a comprehensive trade show management and logistics plan and executed accordingly. He conducted weekly progress meetings with Andersson and Eriksson to ensure team collaboration. To build and ship the booth in the most efficient manner possible, Avery utilized a proven DeanHouston exhibit partner in Spain to provide the booth construction, setup, teardown and logistics. An 18' high centerpiece pavilion, with backlit OPW banner graphics around the top and possessing a nearly 20' long bar, grabbed customers' attention and invited them in to linger and engage OPW personnel over a refreshment and snacks. Guests could learn more about OPW and its comprehensive array of solutions by watching an edu-taining animation on two 80" monitors that overlooked the bar.

Comfortable seating areas with sofas, tables and chairs made it easy for people to conduct business with their OPW salespersons, while the displays allowed for quick learning and a hands-on experience.

The OPW brand identity was propagated to Europe by utilizing a global booth template. Modified slightly to comply with European design nuances, the OPW booth helps to promote brand continuity. A singular brand identity helps reassure customers' of the brand's authenticity. In OPW's case, this is important because the OPW name and its identity are an implicit promise of trust, unprecedented quality, reliability and leadership.

From concept to completion, the OPW UNITI Expo booth development took approximately 75 days.

CASE STUDY

# BUILDING A BIGGER, BETTER, UNIFIED BRAND

OPW PUTS IT ALL TOGETHER

In May 2013, Dover Corporation combined the leadership structures of two of its most iconic operating companies: OPW Fueling Components, the global leader in commercial and retail fueling equipment, and sister company, OPW Fluid Transfer Group, the global leader in fluid transfer equipment. As a combined group, OPW is now uniquely positioned to provide fully integrated fluid handling solutions throughout the downstream energy value chain – from refineries, chemical processing plants, terminals and transportation, to retail and commercial fueling stations. No other company in the world possesses the range of capabilities, products or footprint as the combined OPW.

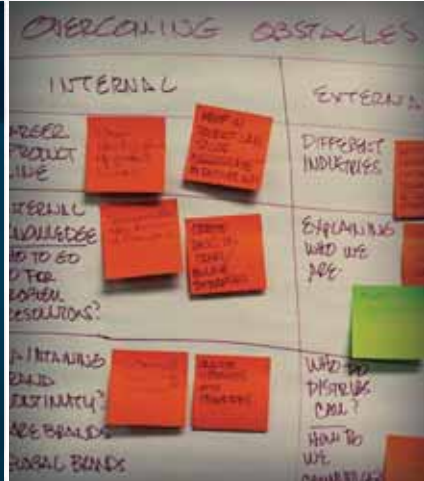
The long-term business strategy of the group was to create a unified, fluid handling force capable of delivering greater value to customers, employees, channel partners and shareholders by leveraging scale and scope through operational, talent and marketing synergies.



The combination of **OPW FUELING COMPONENTS** with **OPW FLUID TRANSFER GROUP** gives **OPW** a unique position: a fully integrated fluid handling solutions company throughout the downstream energy value chain.



The company was reorganized into four business units: Retail Fueling, Electronic Systems, Chemical & Industrial, and Transportation. As a single global entity, one consisting of multiple world-renowned brands (OPW, OPW Engineered Systems, Civacon, Midland, and Petro Vend) serving different segments of the fluid handling value stream, OPW leaders engaged DeanHouston and key stakeholders to:



*DeanHouston engaged OPW personnel at OPW headquarters in a collaborative two-day discovery session to define the brand vision, position and value proposition.*

1. Determine the “why” behind OPW’s fundamental purpose
2. Uncover the common brand bonds that unify OPW and its business units and product brands
3. Define the unifying “why” behind OPW and its brands that possesses relevance and meaning to all OPW stakeholders (customers, channel partners, employees and shareholders)
4. Develop a new unified branding strategy
5. Create a unified brand identity – One Company. One Look. One Message.
6. Establish an internal and external branding communication platform to ensure a consistent tone, voice and brand identity
7. Define a value proposition and compelling brand position

A brand integration steering committee was formed consisting of people from each of the four business units and leading brands.

**Members participated in a highly collaborative discovery session where they defined the brand vision, value proposition, position, promise and essence.**

This collaborative process worked wonders to unite the individuals who, prior to the session, were unfamiliar with one another.

Participants also revealed the core values and purpose (the WHY) that represented a common bond across the enterprise and that would serve as the linchpin for brand harmony. Select people from each of OPW’s four business units, global operations and marque brands

were invited to participate in a two-day brand development session, led by a DeanHouston brand development expert.

The session was multi dimensional. Curriculum revolved around educating members about the “new” company and about the heritage and evolution of the organization. Considerable time was spent defining the core values and common purpose (the WHY behind what the company does and stands for) that bonds each group together as one in their business pursuits.

At the end of the process, members were able to articulate the brand vision, value proposition, position, promise and the brand’s essence. These brand attributes served as the “brand identity and messaging blueprint” for the new, unified company.



Armed with brand insights and knowledge from the collaborative sessions, DeanHouston set forth to develop a brand integration platform that included:

**1** BRAND identity logo transitions and brand dress

**2** BRAND message development and media mix options

**3** CREATIVE and DESIGN expressions to illustrate the new brand identity

**4** BRAND identity templates across a spectrum of high impact brand communications items

**5** BRAND integration tactics and implementation plan

It took roughly 180 days from initial concept to the full-scale rollout of the unified branding program. Each business unit and major product brand was engaged in the process. The initial strategy and creative expressions were presented first to the OPW Executive team, led by Keith Moye, OPW VP Global marketing, who headed up the massive rebranding effort. With the leadership team approval secured, an overview of the program was presented to approximately 75 OPW personnel at the annual strategy meeting. Ninety days later, a more comprehensive presentation was presented at the annual Growth Summit to an audience of 200 OPW personnel. Attendees included leadership, management, sales, engineering, HR, finance, manufacturing, purchasing and product managers. All four business units and every region around the world were represented.

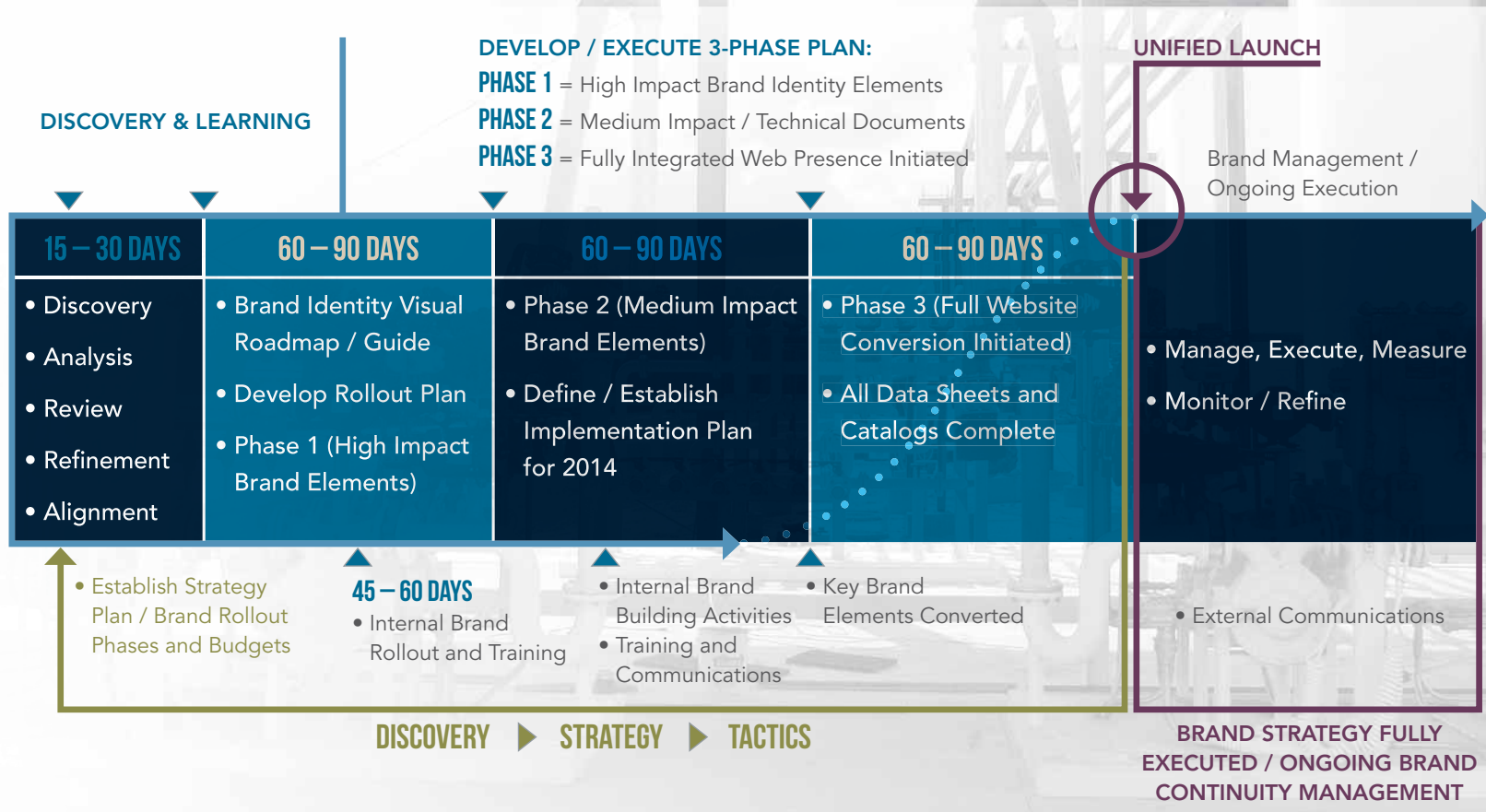
Since the time of the inception of the new OPW in May 2013, the company has acquired three new brands: KPS Pipe Systems™, Fibrelite™ and Jump. An additional Dover sister company was also integrated into the family – PDQ, the world's leader in touch-free vehicle wash systems. Since growth is a strategic imperative of OPW, the branding program efficiently and, somewhat naturally, integrated the four brands into the OPW brand.

KPS, Fibrelite and Jump will be represented as OPW product sub-brands. Niche market leading brands, Midland (Rail Tank Car Equipment), Civacon (Tank Truck Equipment), and PDQ (Vehicle Wash Systems) will represent independent brands, but will adopt the OPW brand platform and templates to ensure unified brand continuity.



# IMPLEMENTATION PATHWAY

Brand Integration Strategy & Implementation Timeline



The implementation pathway was created to provide clarity of the mission for all stakeholders. With the entire team in agreement, the next order of business: Let's get this done with a sense of urgency!



### Brand Communications Booklet

Beyond the mere creation of the brand identity platform and templates, one of the more essential outputs is the Brand Communications Booklet. This comprehensive guide visually summarizes the unified brand story for key stakeholders, company employees, distributors and customers.

### Global Brand Standards Guide

Essential to ensuring worldwide brand continuity is the Global Brand Standards Guide. This 166-page document is fluid and, thus, is continuously updated and refined. The guide provides, in significant detail, every aspect of how to apply the OPW brand and each of the product brands in any application.



With the strategy set, the brand development creative process begins. This process requires experimentation, testing of creative assumptions and expressions, and working and reworking ideas to ensure the personality and essence of the brand work in every application, across every brand, market and segment. Here, DeanHouston's creative team displays progressive expressions on the brand development "war room" walls to allow team members to collaborate, debate and refine the creative work-in-progress. The work organically evolves, each creative and design phase challenged by the strategy team to ensure the brand is achieving the desired identity and messaging criteria and objectives.





The OPW brand identity platform enables OPW to project a unified global look and feel across all its brands. The design template efficiently integrates new acquisitions into the OPW family.



# PUTTING IT ALL TOGETHER



# DH ON THE MOVE

CALIFORNIA, ILLINOIS, CHINA



## DeanHouston West (California) Expanding. Relocating.

Only a year after opening our Grand Terrace, California office to meet growing customer demand for our services, we expanded our footprint and relocated to Ontario, California.



Beautifully decorated to express a consistent brand identity with our Cincinnati and Chicago offices, our new 3,500 square-foot location is strategically positioned to serve the diverse and expanding needs of our customers in the western part of the United States.

The expanding roster of full-time associates in our California location include technical writers, creative writers, project managers, account managers, event planners, creative directors, and graphic designers.



## DeanHouston Chicago (Illinois) Expanding. Relocating...too.

In 2014, only a year after opening the Illinois office, we expanded our footprint and relocated our Orland Park office to accommodate growth in the Chicagoland area.

The design/build of our approximately 1,000 square-foot office – roughly 25 miles southwest of Chicago – is, like our West Coast operation, strategically located to serve customers in the Midwest region of the U.S. and beyond. The office décor mirrors our California and Cincinnati offices to ensure brand continuity.

Our full-time Chicago-based staff includes a general manager, account managers, project managers, publicity specialists, writers, and graphic designers.



## DeanHouston Shanghai (China) Feet on the Ground.

In December 2013, we hired our first Chinese national staff member, Yongming Liu, to establish the DeanHouston Shanghai office. Based in the Pudong district of Shanghai, Yongming currently serves Dover customers in the region – providing strategy, account and project management coordination. He is also taking the lead in replicating the DeanHouston US-based business model in the Asia-Pacific region. DeanHouston has had a strategic alliance partner in Shanghai since 2005. Yongming will leverage our collective experiences and relationships to provide the highest levels of service to our customers throughout Asia.

A native of Beijing, China, Yongming's career experience in Shanghai dates to 2008, specifically in sales, marketing and channel management. He earned a Master of Business Administration with a concentration on international management from the University of Illinois at Chicago. Two years previously, he earned an undergraduate degree – a Bachelor of Business Administration – from Shanghai Jiao Tong University. In 2007, he received a Diploma of Mechanical Engineering from Jing Gang Shan University, Jiangxi.





# GIVING BACK TO THE COMMUNITY



At DeanHouston, giving back to the community is also part of our job!

We support and raise money for a variety of good causes, everything from the Alzheimer's Association to the Epilepsy Foundation, and more.

At our 2014 annual business retreat, more than 60 DeanHouston staff members from our four offices participated in what was essentially a monumental, full-day 'home makeover' project at the Epilepsy Foundation of Greater Cincinnati and Columbus' Benton Center residential group home. Staff members were divided into nine teams. Projects included everything from staining and painting fences/decks/interior window frames...to gardening and clearing brush...to forming and pouring a new concrete sidewalk to make it easier and safer for residents to enjoy the outdoors.



# RECOGNITION

## DEANHOUSTON IN THE SPOTLIGHT

### SMALL BUSINESS CUSTOMER FOCUS AWARD

DeanHouston is a winner and two-time finalist in the Cincinnati USA Regional Chamber's prestigious Customer Focus Award. We continue to build long-term business relationships with customers, a number of them spanning more than two decades. Our record of customer retention is a powerful testament to the effectiveness and market acceptance of the company's unique brand of "Whatever It Takes" service and support.



Greater Cincinnati  
Chamber of Commerce

### INC. 5000

In August 2014, DeanHouston earned a spot on the Inc. 5000 list of the nation's fastest-growing privately held companies for the third consecutive year, ranking number 2611. The company ranked number 2989 in 2013, and 3120 in 2012. Inc.'s annual list represents the most comprehensive look at a critical segment of the economy: independent entrepreneurs.



### FAST 55

In March 2014, DeanHouston ranked No. 19 on the Cincinnati Business Courier's Fast 55. It marked the second consecutive year the company has made the list, which ranks the fastest-growing private companies in Greater Cincinnati. In the Business Courier's 2014 listing of the largest marketing communications firms, DeanHouston ranked No. 13.



### GOERING CENTER'S 2014 TRI-STATE FAMILY & PRIVATE BUSINESS AWARD

In August 2014, DeanHouston was the top winner of this prestigious award. More than 570 companies were nominated. DeanHouston won the top Private Business Award for companies in business from 16-50 years.



**FOUNDED:** June 15, 1988

**ASSOCIATES:** 70

**HEADQUARTERS:** Cincinnati, OH

■ **OTHER OFFICE | PERSONNEL LOCATIONS:**

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

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

## BUSINESS PURPOSE

To help technical products and services companies achieve success through the development and implementation of effective integrated B2B branding and marketing strategies that are expertly aligned with their business strategies.

## 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 exceptional customer service and a superior product at a responsible price.

## 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 with whom we love to do business and which is based on mutually aligned values

# CORPORATE OVERVIEW

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

Walter Bonnett, Executive Vice President

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

Dana Arrasmith, Account Director – Heavy-Duty/Transportation • Mike Seta, Brand Strategy Director • Brian Miller, Account Manager – Heavy-Duty/Transportation • Brian Green, Account Manager – Energy • Steven Garner, Account Manager – Energy • Juri Tults, Account Manager – Energy • Kathie Hess, Project Manager – Process • Doug Snyder, Project Manager – Process • Jackie Carlin, Project Manager – PSG • Trina Olsen, Account Supervisor • Daniel Dean – Energy and Print-on-Demand Project Coordinator • Tara Prendergast, Creative Account Manager – DH Chicago • Yongming Liu, Asia-Pacific Marketing Manager – DH Shanghai • Nikki Roller, Account Manager – DH Chicago • Steven Wright, Project Manager – DH Chicago

## TECHNICAL WRITING | MANUALS

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

## PUBLICITY & MEDIA (TRADITIONAL & SOCIAL)

Darren Wight, Vice President Publicity, Media & Technical Writing

Chris Traczek, Senior Publicity Manager • Eric Hirsh, Publicity & Media Specialist – Process • John Stein, Publicity & Media Specialist, Heavy-Duty/Transportation • Emily Hayes, Communications Specialist • Scott Richardson, Creative Copywriter & Publicity Project Manager • Wesley Clark, Publicity Manager

## EVENT PLANNING & MANAGEMENT

Krystal Garcia, Project Manager/Event Planner

# TRADESHOW MANAGEMENT & LOGISTICS

Andy Dean, VP Tradeshow Mgmt. & Exhibit Logistics  
Tyler Houston, Tradeshow Manager/Services •  
Jennifer Mayhall, Tradeshow Manager/Logistics •  
Steven Link, Asst. Tradeshow/Logistics Coordinator

# ELECTRONIC (DIGITAL) MULTIMEDIA | WEB DEVELOPMENT | ANIMATION

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

# CREATIVE DESIGN | PRODUCTION

Josh Garcia, Vice President Creative & Design  
Todd Detering, Senior Art Director • Colton Stombaugh, Creative Director – DH Chicago • John  
Doubet, Senior Graphic Designer • Gary Jackson, Creative/Designer • Ethan Kline, Creative/  
Designer • Ray Vasquez, Art Director • Juan Garcia-Ruiz, Creative/Designer • Rob Hemphill,  
Creative/Designer • Izabela Mikolajczyk, Graphic Designer – DH Chicago • Tahnee Torres, Graphic  
Designer • Quint Harris, Production • Bill Avery, 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

# ADMIN

Angela Zimmerman, Controller • Mary  
Ann Rafferty, Accounting • Carmen Ortiz,  
Accounting – Process • Karen Razo, Office  
Manager • Emma Mendenhall, Accounting/HR/  
PR – DH Chicago • Rene Normand, HR Manager

## 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.*

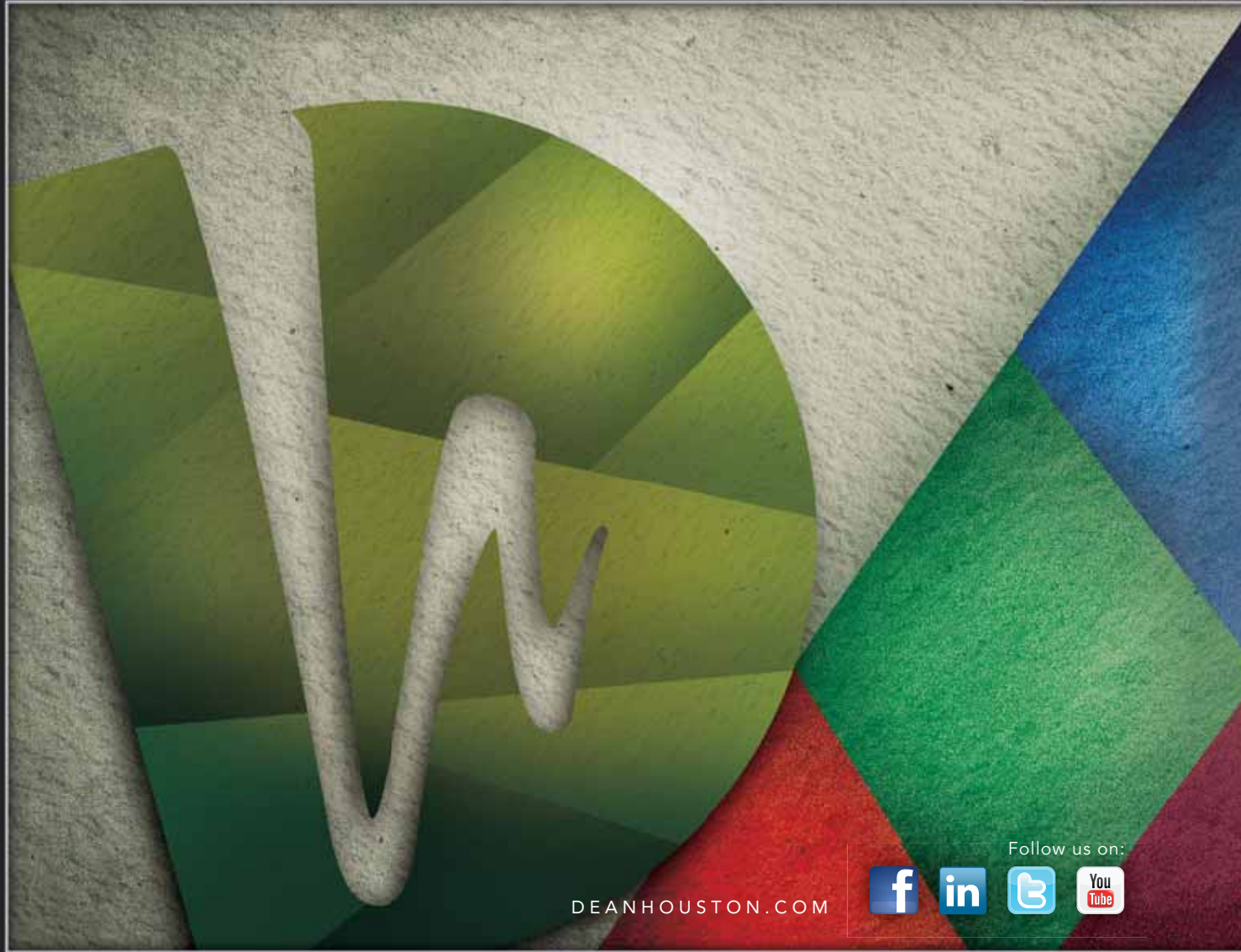
- In-depth knowledge of and expertise in our clients' businesses, products and competition, as well as the customers, markets, segments and applications they serve
- Total immersion – a high-value proactive contributor/extension of our clients' businesses
- Intense customer care and responsiveness that 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 responsible price
- Trust and Integrity
- Highest standards of 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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Orland Park, IL 60462  
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