



TURNING A COMMODITY INTO A BRAND.

How do you turn a price-driven commodity product into a branded preference? With a little creativity and flawless execution. Metal drum manufacturers traditionally buy closures (known as bungs) based on price and availability. The new marketing manager at Rieke Corporation needed to improve margins and create brand preference for their line of ViseGrip drum closures. Our research indicated that the end user, i.e. the drum manufacturer customer, had a significant say in the drum specifications. We created an "Apples & Oranges" sales presentation that compared and contrasted the ViseGrip product against its competitors. After the customer "completed" the sales presentation, a package arrived announcing that they were now a "Certified Bung Expert." In the package was a Diploma, acrylic paperweight, and an imprinted t-shirt. The t-shirt was packaged in a clear plastic tube sealed with an actual Rieke ViseGrip Bung.

So, next time you're looking for a creative promotion to support your marketing or brand strategy, give us a call. We have the creative horsepower and innovative products that are sure to meet your needs.



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