

Case Study: MESSAGE

Client:

Quaker Chroma Imaging

An established printing company selling premier banners and photographic output.



Issue:

Customer communications focused on internal processes and technology, not customer benefits.

CattLeLogos Solution:

Approach: Perform a situation analysis for the customer. Identify their key strengths both internal and external.

Actions: We identified that they were the premier source for outdoor display ads for major institutions in the Greater Philadelphia region. They had wonderful stories to tell about customers who came to rely on them for quality products when "image really mattered."

As a result, we suggested they refocus their message platform on customer value delivered, past success stories, and customer loyalty. And use their internal strengths—longevity in the field, state-of-the art technology, and an “all star” team of technicians—as supporting messages.

Result:

- ★ A new advertising campaign, and positive response from target markets

CattLeLogos situation analysis resulted in a clear message about who we were and how we could differentiate ourselves in the marketplace. This enabled us to focus our marketing efforts with a minimum of extra investment.

—Craig Tinkelman, Quaker Chroma Imaging



New Ad Layout