



Case Study #429

The Opportunity/Problem to Solve

A tube fitting is a tube fitting, right? Until you get burned by a defective one. Then the extra 15-25% you pay for a Parker tube fitting will seem like a drop in the bucket. The problem was, Parker competitors were stepping up their efforts to create the illusion of parity in the tube fitting market. To combat these efforts, Parker needed a bold message that would affirm loyalty with existing customers and create trial with non-users. Keeping in mind that these target audiences consisted of mostly design engineers and maintenance personnel – typically not ones to get overexcited about anything.

The SH Solution

Just because it's a trade ad, doesn't mean it can't refer to life outside the laboratory and cubicle. In fact, the campaign we created banked on just that. Using mock personal ads, we drew readers in with mildly suggestive copy lead-ins, then completed the selling proposition with fun, but fact-filled points of product differentiation. Overall, a compelling format with a quick read that left the reader with valuable product information – and a smile of their face.

The Best Part – Results

"I read the ad because it caught my eye." "It jumped out from the page." "The ad was distinctly different from other ads in the publication" These are just a few of the comments from the readership study done by one of the trade publications in which the ad campaign ran. In this same study the Recall Seeing and Recall Reading scores were 10+ points above the issue averages and #1 in their respective product categories. The campaign also won several Addys, including the coveted Best of Show award. The real measuring stick, however is sales. Parker has not only protected its valuable market share in tube fittings, but is also realizing substantial new business.

Creative marketing for the real world.

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