



Case Study #499

The Opportunity/Problem to Solve

GED Integrated Solutions, already the premier innovator in the insulated glass equipment industry for window and door manufacturers, wanted to announce a revolutionary new technology that would change the way windows and doors were made. The agency's task was to put together a cost-effective program that would be timed with the industry's biggest buying season.

The SH Solution

GED was also buying another company so we had to time that announcement along with the technology one to get the biggest bang for their buck. SH first named the technology i-3 and designed a logo that reflected the three benefits – innovation, integration and inspiration. Then we created a consecutive page ad series to run in the same issue as an ad insert that we did for the acquisition. The strategy being to show customers and prospects that GED was serious about continuing its efforts to be the one-stop shop for all their glass, window and software needs. This was also made into a direct mail piece that would support the advertising. A five-page cover story was also secured in the same issue making GED the dominant force. Then as a follow-up, a dynamic macromedia presentation was developed for the GED sales team which served as a tutorial as well as a comprehensive sales tool.

The Best Part – Results

The client has stated that the feedback on the advertising and sales materials has been phenomenal – with words like “extremely professional”, “the best I’ve seen” and “outstanding”. This campaign made the industry and certainly GED’s competitors sit up and take notice. Sales continue to rise and there are great expectations for the coming year.

Creative marketing for the real world.

