

# Marketing ideas

## that grow your business

### Faure Herman

#### AWARNESS CAMPAIGN

SITUATION/PROBLEM FAURE HERMAN METER INC. MARKETS HELIFLU<sup>™</sup> FLOWMETERS. WHICH USE ADVANCED TECHNOLOGY DEVELOPED BY ITS PARENT, GROUP INTERTECHNIQUE, A MAJOR EUROPEAN AEROSPACE COMPANY. THESE METERS WERE BEING USED CHIEFLY BY NORTH SEA OIL PRODUCERS, BUT GROUP INTERTECHNIQUE WANTED TO BEGIN MARKETING THEM IN NORTH AND SOUTH AMERICA. FAURE HERMAN WAS VIRTUALLY UNKNOWN IN THE AMERICAS, AND METER USERS THERE WERE USED TO DOING BUSINESS WITH THE "GOOD OLD BOYS" NETWORK OF AMERICAN METER COMPANIES. TO ADD TO THE PROBLEM, ONE OF THESE COMPANIES WAS IN THE PROCESS OF COPYING FAURE HERMAN'S ADVANCED METER TECHNOLOGY.

A SURVEY WE DEVELOPED WAS SENT TO MORE THAN 500 NORTH AND SOUTH AMERICAN DECISION MAKERS. THE SURVEY RANKED FAURE HERMAN LAST IN AWARENESS AND IN PERCEIVED QUALITY VERSUS THE COMPETITION.

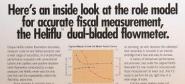
#### **OBJECTIVE**

Based on these survey results, Faure Herman decided to increase awareness and credibility with the target audience by communicating the superiority of the Heliflu meter design and explaining that it was not new to the industry – only to North and South America. This was to be done without highlighting the company's European origin. Faure Herman also wanted to address the issue of the knock-off competitive product before it reached the market.

#### SOLUTION

PriMarc proposed an aggressive marketing communications campaign targeting senior and middle managers who influence







or approve flowmeters for crude oil applications. The campaign included print advertising, tradeshow booth design and coordination, direct mail, sales kit development and a comprehensive lead-tracking and fulfillment program.

#### RESULTS

The ads generated more than 360 qualified sales leads, and within six months, awareness of Faure Herman had increased by more than 60%.

