



Marketing ideas

that get results



Newmark International

iMARC SALES CD

SITUATION/PROBLEM

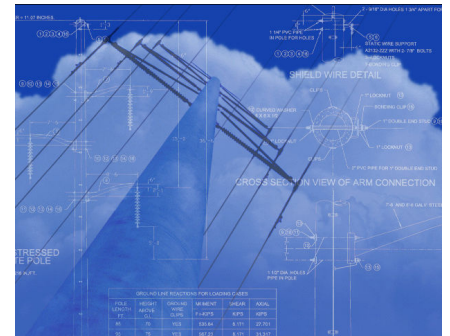
NEWMARK OFFERS INNOVATIVE, CUSTOM DESIGNED POLE STRUCTURE SOLUTIONS FOR DIVERSE APPLICATIONS AND CHALLENGES IN POWER DELIVERY, COMMUNICATION, LIGHTING AND OTHER INDUSTRIES. HOWEVER, MOST OF THE MARKET WAS NOT AWARE OF EVERYTHING NEWMARK WAS ABLE TO PROVIDE AND NEWMARK DIDN'T HAVE ENOUGH SALES PEOPLE TO CALL ON ALL OF THEM. THE COMPANY NEEDED AN EFFECTIVE AND DYNAMIC MEANS OF REACHING PROSPECTS AND CONVINCING THEM TO BUY FROM NEWMARK.

OBJECTIVE

Our objective was to build a sales tool that would capture the diverse aspects of Newmark's offerings, in an engaging and interactive setting. It also needed to function as a trade show visual device.

SOLUTION

The solution was iMarc. PriMarc built a CD presentation system that includes selectable and controllable video presentations along with interactive facility location information. iMarc is professional – excellent design, navigation, layout and multimedia effects increase the



chance of sales success by instilling greater audience trust in the company's professionalism.

iMarc is flexible – fast and extensive information access and display capability.

iMarc is consistent – delivering faithful representation of important marketing elements presentation after presentation.

RESULTS

Newmark reports that the CD has generated many new sales opportunities. Most gratifying was the fact that they heard from prospects who had not responded to previous sales and marketing efforts.



PriMarc