



Marketing ideas

that improve your bottom line

Chevron Oronite

iMARC TECHNICAL PRESENTATION

SITUATION/PROBLEM

THE MOTOR OIL ADDITIVE INDUSTRY IS EXTREMELY TECHNICAL AND OPERATES WITHIN VERY PRECISE STANDARDS. ORONITE HAD ALWAYS PROVIDED TECHNICAL PRODUCT DATA IN A 3-RING BINDER, BUT IT BECAME INCREASINGLY APPARENT THAT PRESENTING A HIGH-TECH PRODUCT IN A LOW-TECH MANNER WAS HAVING A NEGATIVE EFFECT ON ORONITE'S IMAGE.

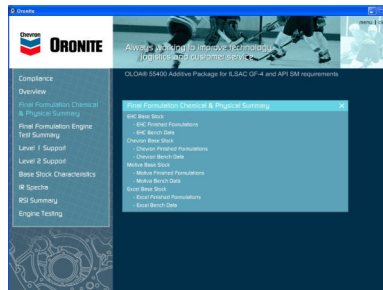
OBJECTIVE

Oronite's main objective was to create an impressive high-tech means of presenting their product data to clients and prospects. At the same time, they wanted to take advantage of marketing opportunities available when viewers accessed the information. Oronite also stipulated a need to update the materials themselves.



SOLUTION

PriMarc created an iMarc CD that supports the efforts of the sales and marketing groups by strengthening the relationship with the customer while providing relevant information in a format customers prefer. An interactive menu system quickly directs viewers to the specific data they are seeking.



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WFA	WFA	0.80%	0.80%	0.80%	0.80%	0.80%



The program also features interviews with members of the Oronite team, helping to further reinforce the company's relationship with its market. The entire program – data, videos and even the banner displays appearing at the top of the screen – can be updated in-house by Oronite staff without the involvement of technical resources.

RESULTS

Marketing material developed for the CD, along with the technical information, can now be easily presented by the sales force at a customer meeting, instead of simply mailed to the customer as was the previous practice.

PriMarc