



Marketing ideas

that improve your bottom line



Texaco Chemical Company

QUALITY IMAGE CAMPAIGN

SITUATION/PROBLEM

TEXACO CHEMICAL COMPANY, A MAJOR SUPPLIER OF QUALITY COMMODITY CHEMICALS, WAS CONCERNED ABOUT MARKET PERCEPTIONS OF ITS REPUTATION AND CAPABILITIES. A STUDY HAD REVEALED THAT TEXACO CHEMICAL, WHEN RANKED AGAINST THREE OTHER MAJOR CHEMICAL COMPANIES, CONSISTENTLY RANKED THIRD IN A NUMBER OF AREAS RELATED TO CUSTOMER SATISFACTION, TECHNOLOGY, DELIVERY, CONFORMANCE TO CUSTOMER REQUIREMENTS, PRODUCTS AND PEOPLE.

OBJECTIVE

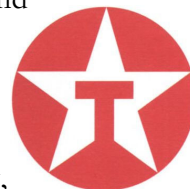
Texaco Chemical's objective was to better associate the company with quality among the purchasers of chemical products and upper management at those companies.

SOLUTION

PriMarc recommended a campaign to increase awareness of Texaco Chemical's high-quality products, knowledgeable salespeople and commitment to quality assurance and industry growth. This campaign utilized imagery commonly associated with quality, careful planning and skill.

The agency designed and produced materials featuring images such as the Golden Gate Bridge, Mount Rushmore and an antique watch.

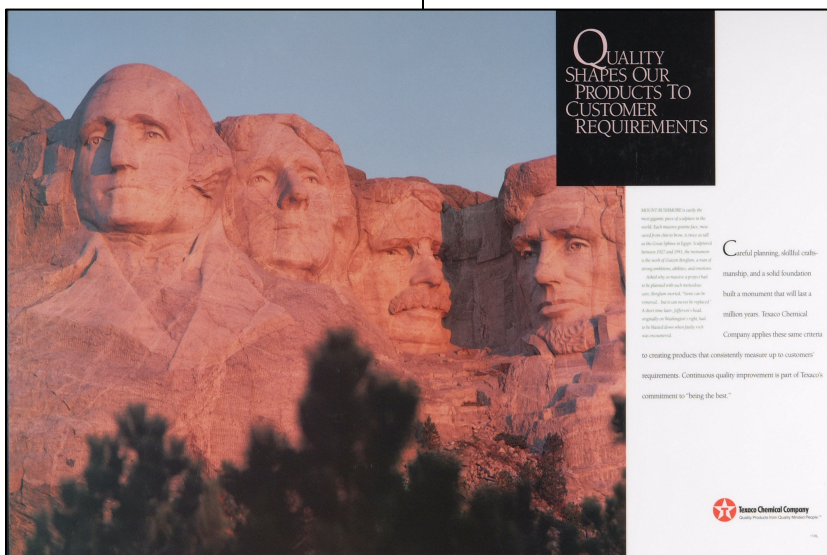
The ads relayed the inherent quality of Texaco Chemical's technology, delivery, conformance to customer requirements, products and people.



The campaign ran exclusively in a major industry weekly, over a 14-month period. Insertions were selected to coincide with editorial of particular interest to Texaco Chemical customers.

RESULTS

A post-campaign survey of the same audiences revealed that Texaco Chemical was the only company in the survey to show across-the-board increases in all rankings. The survey results showed that gains of 37% to 56% were made in the areas measured.



PriMarc