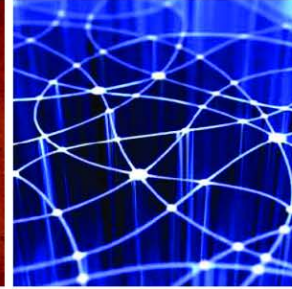


# case study



Marketing Strategy and Support for Growth-Driven Companies

## TERRA3 COMMUNICATIONS BUILDS NEW BRAND to Re-Launch Product Line to the Electrical Power Market

### Situation:

Privately-held MacLean Power Systems, a MacLean-Fogg Company, is a worldwide leading manufacturer of products used by utilities for building communication, transmission and distribution lines and power substations. Their 25 year-old unbranded polymer transmission insulator product line (though superior in design, reliability and longevity), suffered from eroding market share and lack of awareness – until Terra3 Communications stepped in. Working closely with the marketing team, Terra3 helped MacLean Power Systems to:

- Develop the brand name, identity and branding system for the polymer transmission insulator product line
- Position MPS as the market leader in transmission, non-ceramic insulators and systems
- Articulate MPS's value proposition and the product line's strong competitive differentiators
- Re-introduce the transmission product line to the market

### The Process:

We started by conducting a perception study of MacLean Power Systems' key audiences to gauge opinions and perceptions in the following areas:

- Market leadership in polymer transmission insulators
- Concerns about polymer transmission insulators and what was needed to overcome those concerns
- How MacLean Power Systems could add more value
- How the company and product line were perceived in the marketplace

To re-launch the brand, it was clear that MacLean Power Systems would need to show innovation, superior reliability and length of service. This became the underpinning of our strategy and shaped development of an integrated marketing plan. The name APEX™ Insulator Systems was chosen to represent the family of products and services under the APEX brand umbrella.



## **TERRA3 COMMUNICATIONS BUILDS NEW BRAND to Re-Launch Product Line to the Electrical Power Market**

Terra3 also developed the brand architecture and platform for the APEX brand. The brand platform leverages APEX's history of industry "firsts" in design innovation, putting emphasis on proven performance. We created a detailed Messaging Matrix to identify and articulate the brand's value proposition, competitive differentiators and key selling points. The Messaging Matrix serves as the foundation for clear and consistent ongoing brand communication.

### **The Brand Launch**

The 2010 IEEE PES Transmission and Distribution Conference and Exposition — a key industry tradeshow — was selected for the kickoff of the APEX campaign and brand identity to re-introduce the product line to the marketplace. The tradeshow booth, print advertising and banner ads in high-profile industry publications and promotional materials were developed with the new APEX name, logo and product tagline, "First in Innovation. Tops in Performance." Prior to the Expo the brand was launched to internal employees and the sales representative network, including key messaging points to ensure consistent brand communication by all team members who attended the tradeshow.

After a successful brand launch at the IEEE PES Expo in April, we began focusing our efforts on creating brand awareness and engagement across all key target markets and audiences. The integrated marketing program utilized a variety of media with the goal of broad, but targeted reach to establish brand awareness and gain mindshare. The ongoing campaign features a mix of direct mail, print and online advertising, creation of a user-friendly and content-rich microsite, news announcements, case studies, technical abstracts and other marketing tools, as well as thought leadership activities. Our future marketing campaigns are designed to support a market segmentation strategy and drive brand engagement.



### **Results**

The initial brand re-launch of MacLean Power Systems' APEX Insulator Systems product line has been highly successful. The campaign was well received and awareness continues to grow. We continue to partner with MacLean Power Systems to ensure that the brand — and sales from the APEX product line — continues to grow.



### **About Terra3 Communications**

Terra3 Communications is a brand consultancy and marketing communications firm in the Chicago area focused on helping organizations reach their full business potential through insight-driven strategies and integrated marketing programs. We specialize in developing branding and marketing strategies and integrated marketing communications programs that help clients align their marketing with their business strategies to achieve measurable results. For more information, visit [www.terra3communications.com](http://www.terra3communications.com).