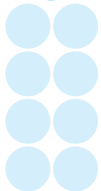




why?



One of the leading manufacturers of stud welding equipment and fasteners reached a growth plateau, with several marketing issues identified. A confusing name and tagline with no reference to stud welding. Inconsistent marketing implementation. Poorly executed marketing programs.

how?



FUSION came to the rescue with sales analysis that identified five (5) markets that drove 80% of sales and profit. Corporate branding evolved the ambiguous IMAGE Industries to the descriptor IMAGE Stud Welding, along with a tagline, *Weld Smarter*, that reinforced stud welding benefits, and IMAGE quality. Graphic identity was tweaked by replacing gaudy purple with a pleasing charcoal. Next, FUSION deployed vertical market development (VMD) with telemarketing qualification of decision makers, and direct mailing of market-specific brochures. In addition, news releases and small, classified direct response ads were used in vertical market publications. *Targeted marketing results.*