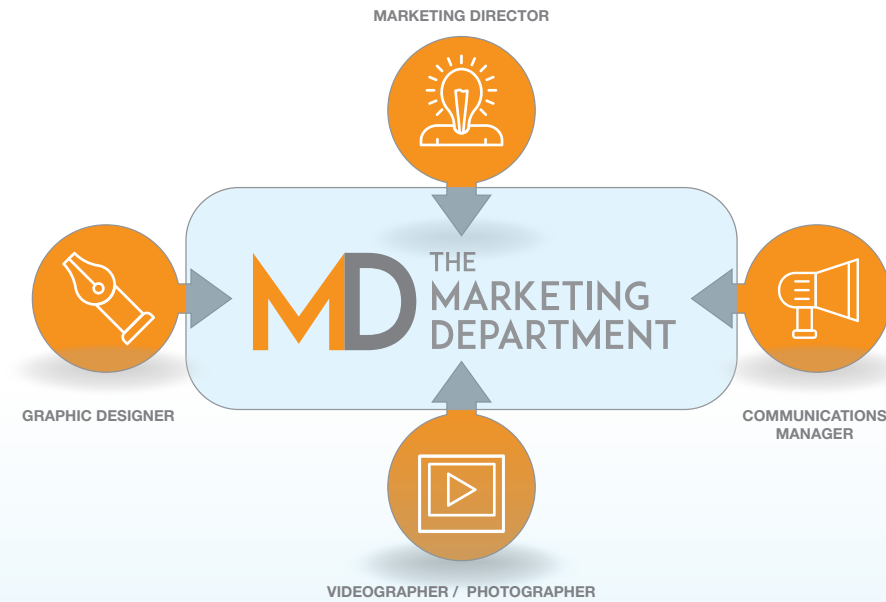


THE MARKETING DEPARTMENT BENEFITS

The Marketing Department provides executive-level marketing direction without the full-time overhead cost. How?

By combining the responsibilities of four of the most popular marketing positions into a single business.



REDUCE OPERATING COSTS

We provide substantial cost savings by combining the responsibilities of the most popular marketing positions into a single business unit. For clients seeking a longer-term relationship, inquire about our attractive discount program.



IMPROVE MARKETING EFFICIENCY

Complete more projects sooner by leveraging our industry experience.



RECEIVE SUPERIOR SERVICE

Read what others have to say about our superior service at marketingdepartment.biz/kudos.

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(913) 747-5535 | marketingdepartment.biz

NEED STRONGER SALES IN THE **BUS, FIRE & EMERGENCY** MARKETS?

We Can Help.

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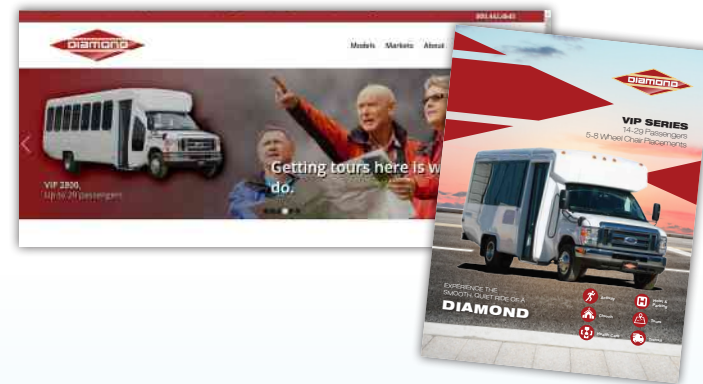
EXPERIENCE YOU CAN TRUST

Many businesses are forced to operate with lean marketing budgets, limited marketing staff, or both. This combination of factors often leads to weaker than expected sales. That's where The Marketing Department can help.

By leveraging our experience in the bus, fire, and emergency markets you can reduce marketing costs, improve project efficiency, and receive superior service. Interested in learning more? Call **913-747-5535**, or visit **marketingdepartment.biz**.

BUS MANUFACTURER

A smooth, quiet ride. For the team at Diamond Coach, we started a **competitive analysis** before creating benefit statements around their unique fiberglass construction. After that, new **positioning** and **photography** was acquired. For the main course, we created a fresh-looking **website** with matching **collateral**.



Audiences – Transit, Hotel, Parking, Health Care facilities

BUS COMPONENT MANUFACTURER

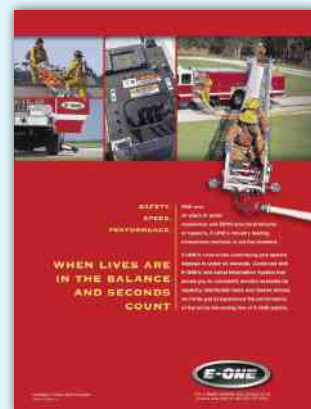
Private equity. Mergers or acquisitions rarely consider the ramifications of branding on the front end of the deal. That's why decisive action was required to support the legacy brands of Specialty Manufacturing, Pretoria, and Transpec. We created a **new parent brand**, created a product-centric **website** with matching **collateral** and **videos**, and sprinkled in eye-catching **3D models** to show how all the products fit together on a bus. This packaging was well received by both OEMs and senior management.



Audiences – Bus OEMs

FIRE TRUCK MANUFACTURER

Emotional differentiation. In a market where only 4,500 fire trucks are manufactured per year, product differentiation is critical. At the time, E-ONE's product was the only chassis to be constructed of aluminum. So, something other than product differentiation was needed. After interviewing fire chiefs, we learned the fire truck helped them do their job faster. After several brainstorming sessions, we worked to create an **emotional positioning statement**, "When lives are in the balance, count on E-ONE." This positioning became the theme of multiple **national advertising campaigns**.



Audiences – Fire Chiefs, Specification Committees

SCBA MANUFACTURER

Perception vs. Reality. In a motor vehicle accident (MVA) involving water of 15' or less, first responders are often hesitant to proceed until a dive team arrives. While dive team members have special training for water rescues, waiting for the team can mean lives. What if first responders had a tool to assist until the dive team arrived? That was the thinking behind RescuePac from Global Secure. In addition to creating their **national marketing campaign** we dialed-in attractive **collateral** and **press releases** to support the product launch.



Audiences – First responders, Volunteer Fire Fighters, Law Enforcement Agencies

EXTRICATION EQUIPMENT DEALER

It's a relationship business. Selling extrication equipment can be difficult especially when grant dollars dry up. We quickly learned that this business is all about relationships, not the brand of equipment you sell. Based on this, we created a **regional marketing campaign** that focused on core values of the sales team.



Audiences – Career and Volunteer Fire Fighters

ROLL UP DOOR MANUFACTURER

Walk a mile in someone else's shoes. This image highlights the limited amount of space the tow operator has with oncoming traffic. The operator not only felt safer but could view traffic in both directions with ROM roll up doors installed. Good imagery communicates without words.



Audiences – Towing, Emergency

WORK LIGHTING

Be objective. When our **side-by-side photography** was combined with **photometrics from an independent test lab** it left the competition speechless and customers fully educated on "useable light".



Audiences – Utility, Telecomm, Tow, Emergency



Cameron Blain,
Chief Problem Solver
LinkedIn /cameronblain

"If you're searching for a project manager that can manage multiple projects from a remote location, think no further than Cameron Blain." ~ Tom Siefert, Prime Design

"All of The Marketing Department's work has been absolutely first rate and has presented our company in a more professional manner at a fraction of the cost of handling these tasks in house." ~ Dane Jennison, President of Brown Industries, LLC