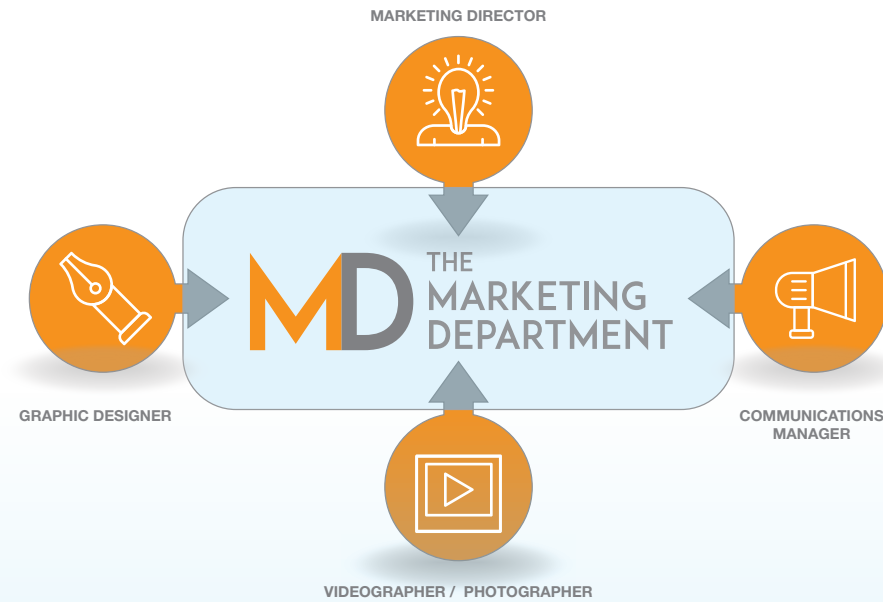


THE MARKETING DEPARTMENT BENEFITS

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 work truck experience.



RECEIVE SUPERIOR SERVICE

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



(913) 747-5535 | marketingdepartment.biz

NEED STRONGER SALES IN THE **WORK TRUCK MARKET?**

We Can Help.



(913) 747-5535 | marketingdepartment.biz

WORK TRUCK 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 work truck experience you can reduce marketing costs, improve project efficiency, and receive superior service. Interested to learn more? Call **913-747-5535**, or visit **marketingdeartment.biz**.

VAN BODIES

How do you attract new customers to a 70-year old brand? At Brown Cargo Van, we crafted messaging around cost savings and enhanced delivery times based on a new manufacturing location. To support our work, we redesigned all **marketing collateral**, built the first **tradeshow booth**, and created several **product videos** for the 2018 Work Truck Show. See testimonial.

Audiences – Dry Freight, Platform, Curtainside



RAIL

Good imagery sells. In 2016, Brown Rail quietly began manufacturing a new product line without formally introducing it. They contacted us to assist with the launch. One week after we acquired the **photography** and launched the **product video**, they received two requests for on-site demonstrations. Good imagery sells.

Audiences – Railroad (Maintenance-of-Way)



CAMERA SYSTEMS

Keep it simple. – For Safe Fleet Work Truck, we focused on the theme of avoiding accidents to launch the inView 360 camera system. By using a **print ad, news release, email campaign, multiple videos**, and a hands-on **tradeshow display**, the brand garnered lots of new requests for quotes at the 2016 Work Truck Show.

Audiences – Utility, Telecomm



LADDER RACKS

Show the pain. By focusing on common slip hazards – Prime Design visuals communicated “why” our ladder racks improved technician safety. We later launched a demo van with a **custom graphic wrap + interactive 3D tradeshow kiosk + backlit signage** for the 2016 Work Truck Show.

Audiences – Work Truck, Utility, Telecomm



ROLL UP DOORS

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.

Audiences – Towing, Emergency



RAMPS

How do you reduce slips, trips, and falls on refer and dry freight van bodies? At ROM & Bustin we educated audiences how different walk surfaces performed in snow, mud, and ice using **product videos**.

Audiences – Refer, Dry Freight



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



“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



Cameron Blain,
Chief Problem Solver
LinkedIn /cameronblain