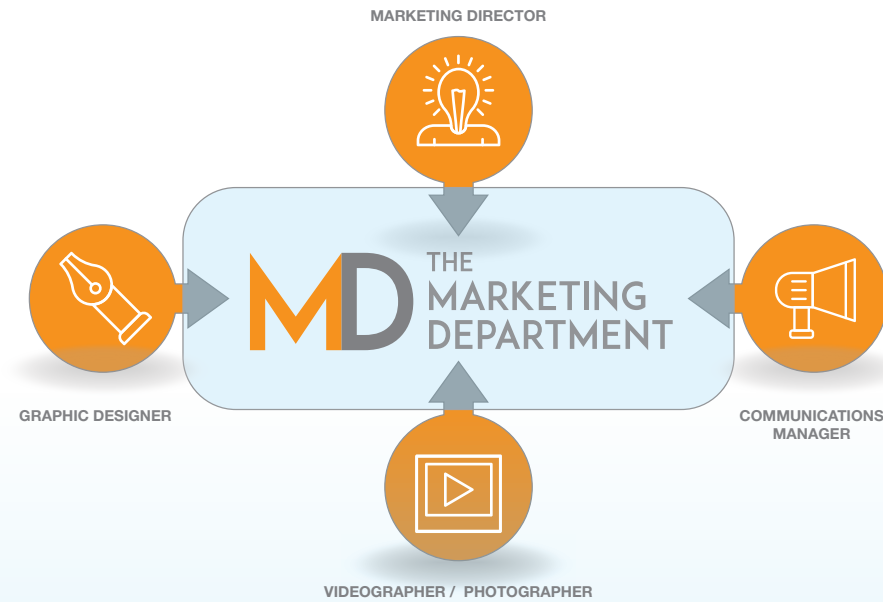


THE MARKETING DEPARTMENT BENEFITS

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.



(913) 747-5535 | marketingdepartment.biz

NEED STRONGER
MANUFACTURING
SALES?

We Can Help.



(913) 747-5535 | marketingdepartment.biz

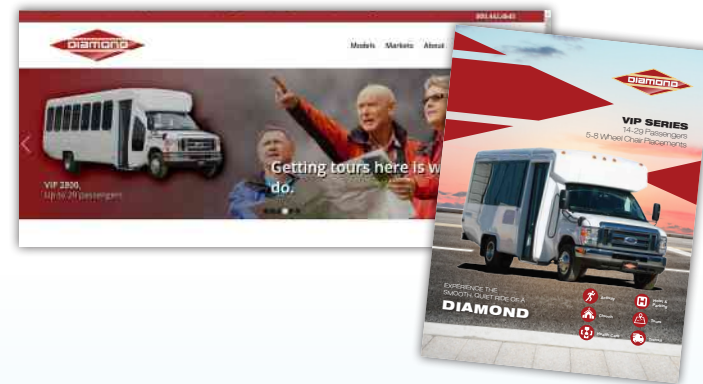
EXPERIENCE YOU CAN TRUST

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 manufacturing experience 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

HY-RAIL MAINTENANCE VEHICLE MANUFACTURER

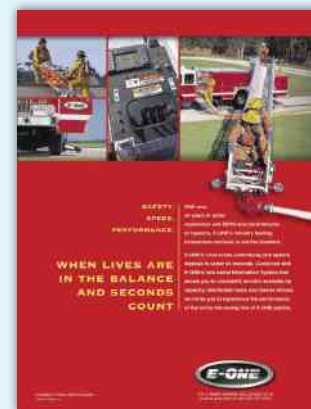
Good imagery sells. In 2016, Brown Rail quietly began manufacturing a new product line without formally introducing it. They contacted us to assist with the launch. One week after we acquired the **photography** and launched the **product video**, they received two requests for on-site demonstrations.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



Audiences – Railroad (Maintenance-of-Way)

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

LADDER RACK MANUFACTURER

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



VAN BODY MANUFACTURER

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



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

LED WORK LIGHT MANUFACTURER

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](https://www.linkedin.com/company/marketingdepartment)

"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