

CASE STUDY

CLARK-RELIANCE CORPORATION

Branding Program



Client Situation:

Clark-Reliance has been a respected manufacturer of instruments, controls and boiler trims for well over 100 years. During this time, Clark-Reliance expanded its product offerings by acquiring a number of high quality lines including Jerguson, Jacoby-Tarbox, Magnesonics, National Filtration systems and HYCOA. We needed to determine the best corporate name for Clark-Reliance from among its numerous acquisitions, for example, the Jerguson name had a solid following in many industries and could be the name we used.

Tactics:

Conduct an online survey among the readers of Plant Services, Processing and Chemical Processing to compare the awareness and preference levels for Clark-Reliance product names. Create an integrated marketing communications plan to promote the new Clark-Reliance and its three groups. Use media relations, trade show PR and product publicity to establish the new corporate identity.

Results:

The research indicated that Clark-Reliance had the highest level of awareness and preference among respondents among the major companies in Clark-Reliance's target industries. A refreshed logotype was developed to indicate a change in direction. The Clark-Reliance product publicity/product relations program concentrated on articles in a broad cross-section of trade journals. Clark-Reliance has successfully established its three marketing groups. In addition, the company generated over three times their investment in publicity in advertising equivalency. Sales were 10% greater than in the previous year and continued to grow at this pace for the next three years. Today, Clark-Reliance professes to have three separate groups: Instrumentation and Controls, Filtration, Lubrication and Hydraulics.

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