DRB Partners

A Strategic Marketing Firm

DRB Strategy (continued)

- It was essential to grab the attention of the PMP. DRB created full-color, 2-page spread ads with illustrated graphics rather than industry standard photography. Illustrations allowed creative freedom to depict applications and solutions using baits.
- Targeting the PMP, DRB created copy that would inform and educate the customer about the Maxforce products and the effectiveness of treatment
- The copy created by DRB was utilized in many versions of marcom collateral including data sheets, brochures, presentations and training materials. The marcom material educated clients, trained PMPs, and served to produce a paradigm shift from spraying to baiting.
- DRB prepared and placed articles for the industry media that addressed service applications for baiting, effectively raising the bar for the industry as a whole. Distributors and sales representatives serving the marketplace used article reprints as sales literature.
- DRB developed a new spread ad that appeared every 6-weeks in targeted trade publications to keep the messages fresh and to cover various product offerings. Ad reprints were also used as sales literature.

Results:

- The advertising campaign effectively communicated the benefits of baiting strategies for treating cockroaches and selected varieties of ants. Bait sales began to rise as the industry identified the Maxforce products with Integrated Pest Management.
- Maxforce is now the dominant industry brand, with more than 70% market share. Maxforce baiting products have also enabled pest management professionals to better serve the food and healthcare industries because of the stringent environmental and medical regulations.
- DRB continues to manage the advertising program. DRB's latest campaign includes advertorials to reinforce the Maxforce brand in light of emerging competitors in an established marketplace for baiting technologies.

Other Services:

- Tradeshow Materials – sales sheets, flyers and article reprints
- Press Releases
- PMP Reference Guides
- Web Maintenance and Updates

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