

# DRB Partners

A Strategic Marketing Firm

## **DRB Strategy:**

- Created two product ads touting the safety and convenience benefits of a low-speed hand-spun wheel balancer over motorized products, and ran the ads in tire specialty and wheel service publications
- Developed collateral material for dealer education and as hand outs for technicians that highlighted the benefits of hand spun balancing
- Developed training and presentation materials for the distribution managers
- Created and placed publicity in appropriate trade publications for the purpose of educating the marketplace on user benefits of portable, hand-spun balancers

## **Results:**

- Sales of hand-spun balancers skyrocketed as technicians realized the versatility and portability of the balancer. It also freed up floor space, lowered operating costs (no electricity required) and offered significant safety advantages over high-speed motorized balancers.
- Market education was effective in introducing the benefits of low-speed hand-spun balancing, (i.e. portable units for large trucks, no power required, safety, and specialized attachments for motorcycles, aircraft, and specialty rims)
- Advertising messages provided “proof” of accuracy through the use of comparison graphs, text and customer testimonials

## **Other Services:**

- Public Relations
- Strategic Planning
- Positioning and Messaging
- Packaging
- Booth Graphics
- Signage
- Collateral Materials