

Success Story: Intermatic Time Switches

Targeted Campaigns Generate Sales in Competitive Market

“Another thing that has always impressed me about WideSpark is that they understand the difference between marketing to a contractor, architect, specifier and homeowner.”

Bruce Oellerich, Marketing Manager

Read more to learn how . . .

- > Promotions effectively motivated sales staff and increased product sales
- > WideSpark develops campaign for new product line: Next Generation Time Switches
- > Campaigns created for eight distinct product lines increased annual sales from \$35M to \$62M over 15 year relationship

Scope of Work

- > Brochures
- > Packaging
- > Product User Interface
- > Sales Demo Kits
- > Sales Promotions
- > Trade Advertising

Finding the Perfect Agency

Intermatic had limited in-house capabilities when it came to marketing communications design. Marketing Manager Bruce Oellerich knew that he would need to hire an outside agency to meet the growing marketing demands for each of the product lines he was responsible for.

Rick Moser, President/Creative Director of WideSpark Design, met with Bruce to pitch the account. Bruce offered Rick the opportunity to develop a catalog cover and the results were undeniable: Rick and his team could deliver.

“What I like about WideSpark is that they are a full-service agency; they work on a project and they give you direction and ideas about your total marketing program,” said Bruce Oellerich, Marketing Manager.

New Product Introductions and Sales Promotions

WideSpark developed numerous campaigns and sales promotions for Intermatic. Sales promotions were developed to motivate Manufacturer and Distributor Sales Representatives to strive for a higher level of performance. Incentive-based and very successful, these programs increased sales of targeted products.

The largest integrated campaign WideSpark produced for Intermatic was for the Next Generation Time Switch line – brochure, trade ads, user guide, sales demo kit and packaging. Each component had a common look-and-feel, introduced the features and benefits for a revolutionary new product line, and was designed specifically for Intermatic’s target audiences: contractors and specifiers. WideSpark also designed the product user interface (1, 2, 4, 8 and 16 circuit models) after consulting with product engineers, contractors and distributors. The line grew from a concept to \$6M in annual sales.

WideSpark works diligently to make sure that materials for each target audience contain the information they need to make an informed decision about a product or service. This ability increases the effectiveness of their work, so the return on investment for the client’s marketing dollar is maximized. WideSpark staff specializes in creating clear information design and a branded look-and-feel across multiple media. They make sure your first impression is your best.

“I used WideSpark exclusively for all the areas (collateral and print materials for all industrial and commercial products) I was responsible for at Intermatic,” said Bruce Oellerich, Marketing Manager.

Product and Target Audience Understanding Critical to Success

WideSpark’s ability to target contractors, distributors and specifiers, as well as understand complex electrical products, led to a long-lasting and mutually beneficial relationship with Intermatic. Bruce Oellerich has moved on to another marketing position, yet he still works with WideSpark to this day.

The Results

- > Motivated and informed sales force
- > Increased sales (annual sales of eight product lines rose from \$35M to \$62M over 15 years)
- > Next Generation Time Switch campaigns grew sales from \$0 to \$6M in annual sales

“WideSpark exceeded my expectations, allowing Intermatic to increase sales in a very competitive marketplace. I believe any company that markets commercial products would be well served by adding WideSpark to their marketing team,” said Bruce Oellerich, Marketing Manager.