



## **AMEC Communication Effectiveness Awards 2012**

**Company Name: Protean Marketing Communications.**

**Client/Campaign: Totech Super Dry**

### **Objective/Brief:**

Create a profitable business for Totech EU in the Americas. Totech EU BV is a manufacturer of desiccant storage cabinets for Moisture Sensitive Devices principally deployed in the electronics and medical production industries. Though Totech possessed a successful track record in Europe, previous sales growth efforts in the Americas had been unsuccessful and there was considerable brand confusion caused by past distribution inconsistencies.

### **Strategy:**

A highly integrated sales and marketing communications programme was developed to re-introduce Totech; first to the electronics manufacturing sector and subsequently to other, more fragmented end-user industry segments in North and South America. Unusually for a communications programme, the comprehensively integrated plan included the selection and training of a sales representative network, with Protean's own remuneration derived exclusively from a commission on sales in the territories. We consider that rewards aligned to the client's commercial business outcome and not simply the marketing communications output to be the ultimate measure of a promotional campaign and our confidence in the programme. In the first full year of the campaign, sales grew from <\$25,000 to over \$270,000 per annum. Through June 2012, the run rate is now \$970,000.

On the researched advice of Protean, third party re-seller distribution was abandoned in favour of selling directly from Totech's European factory. Product pricing was a critical factor in that decision but one that placed additional demands upon the communications programme as well as logistics. The Totech brand is readily recognised as a technology leader in the European marketplace, but was not at all so in the Americas when our programme began in 2010.

Protean undertook an extensive Press Relations campaign targeting industry-specific media and Trade Associations with dedicated messages designed to educate the market about the advanced state-of-the-art in Europe – a fact resulting in part from the prevailing environmental RoHS legislation in Europe – and about the corresponding product development expertise and knowledge base of the company. It was clear that Totech could identify and help solve many issues that electronic manufacturers in the Americas were facing.

Programme tactics include:

- Development of a specific Americas website, with over 400 'special members' added in Q4 2011
- Email campaign utilising knowledge-based downloads to encourage interest and build the Totech Americas email database, which has subsequently grown to over 13,000 records
- 312,000 individual emails sent over a 24-month period with less than 200 unsubscribes
- Text based advertising initiatives through key industry online journals offering specific knowledge based downloads. 1941 individuals have requested downloads since Q1 2010 and all have opted in to receive further communications.

### **Execution/Implementation:**

Firstly we used the Protean American office as a hub for the setting up of the Totech Americas HQ. Then we established a base and industry experts within the Americas marketplace to be able to talk to both potential customers and prospective vendors from a local standpoint.

Next we generated substantial PR exposure across a range of vertical media vehicles – targeting different industry-specific outlets with specialised messaging as well as generic coverage to support a national and local presence.

The PR not only conveyed this message to potential clients but also to Sales Representatives across the continent. The tangible measurement has been the establishment of a network of 37 Sales Reps (and growing) across the Americas. These in turn both source and support local customers. Once the sales network was established, Protean was able to supply news feeds regarding the growth of the business on a continental scale as well as stories of regional interest to identified target areas to facilitate the setting up of local support hubs. Protean provides all sales collateral and handles technical enquiries as well as supporting the sales rep network by delivering topical and relevant industry news, such as order wins and investments in staff and facilities.

We set up a sector-specific technical text advertising campaign to support the “We’re industry experts & technology leaders” PR message. Whilst direct sales are not achieved by this – we were able to supply answers to the industry regarding certain technical application queries as well as promoting a solution of which the market was not aware. This also helped position the Totech team members as Technology Gurus in the Dry Cabinet space – not just to vendors of the product! From this initiative, we generated 1941 individual downloads. All these were followed up directly by Protean or via the sales channel.

The website through 2011 for the eu.com site showed a visitor trend – almost 8000 Unique visitors from the US, visiting pages and staying on the site for around 4 minutes per visit. Visitors to the site grew by 79% with an incredible 81% being new visitors, a metric that continues to show sustained growth month on month. With the advent of additional funding, Protean was able to establish another additional English site for the Americas ([www.totechamericas.com](http://www.totechamericas.com)) to further improve generic search results along with localisation of the technical message and experience. Google Analytics hit rates from the period October & November 2011 revealed a growth of almost 400 unique visitors; in one month this doubles the current achievements through Totech’s global website. This project is in continual development. In addition, Protean created Totech pages for each of the 37 Distributor websites.

A dedicated email campaign was undertaken. This was designed to reinforce the messages being put out through the trade media in terms of a dedicated American business, growth plans and the strengthening of Totech’s knowledge expertise. Technical white papers were included for download. We emailed to over 312,000 individual over 24 months, receiving less than 200 unsubscribes and resulting in an opted-in database that has grown to over 13,000 individuals from a starting point of 4600.

While still a distant third in market share in this region, (<8% by revenue) the special technical message is clearly gaining awareness. The product capabilities, driven by the advanced state of the European manufacturing sector, are significantly unique and superior, positioning the business well as the recognition in the Americas of the need to control moisture damage in electronics production grows.

### **Conclusion:**

The significance of the programme is the direct link to and sole remuneration from profitable direct sales – the most tangible and important business measure of all. Daily tracking of all programmes and their interrelationships include brand building, prospecting, lead generation, system specification, quotation and order placement. For example, there are currently 73 active quotes out with customers which are tracked regularly. The sales run rate has increased to its current \$270,000 per annum from less than \$25,000 in 2009. Now established, we are embarking upon a Social Media campaign, because the sales proposition for Totech is very technical. As such, we know that social media can now expand and influence this network, will help troubleshoot product and process issues, recruit partners, attract new business and drive positive brand awareness. Through Protean, Totech will also be participating in the major electronic events in North America in 2012.