



PROBLEM

WEATHER GUARD®, the top brand for truck and van construction storage taps CMA to launch new products to sales staff, distributors and end-user customers. Goals include sales training to support product knowledge, distributor buy-in and merchandising (display) placements, and ultimately end user sales.

SOLUTION

A recent product launch by CMA employed an integrated marketing approach including branding (naming), advertising (both print and electronic), collateral, publicity (including press conference), dealer and channel support including POP merchandising (counter mat shown), and the company's first foray into social media. Twitter, Facebook and YouTube were deployed. Direct sales staff received a confidential How to Sell Against Competitors tool.

To date, key national accounts have placed merchandising displays. Unit sales continue to grow. A number of publicity placements have been measured. The launch was considered one of the most complete in company history.