

Brown & Martin's

newsletter

Chip Martin Interviews Tom Miller

President of Metal Forms Corporation



Chip Martin

CM: Boy, these road construction sites sure are hot, dusty and busy.

TM: Yes

they are, Chip. But I thought you'd appreciate the opportunity to see Metal Forms' products in use. It'll give you a real world feel for the major role we play in supplying the concrete construction industry with steel forms, poly forms, stakes and finishing screeds.

CM: Actually I think I would have gotten a better feel just looking at photos of Metal Forms' products while sipping on a gin and tonic in my air conditioned office. As I understand it, Metal Forms has been around for almost 100 years.

Why do you need B&M's help?

TM: Well Chip, like many other manufacturers, we spent a lot of time creating a marketing plan. But when it came to implementation, we just didn't have time to execute things. We'd start projects but fail to complete them. Other times key components would just fall through the cracks.

CM: Speaking of falling through the cracks, what did I just step in?

TM: Wet cement. I'll get your shoe. B&M helped us to

streamline our plan and prioritize our needs.

Now, based on pre-determined

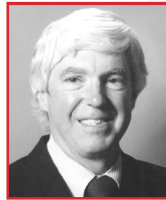
goals, we're able to evaluate the effectiveness of individual marketing components and make better decisions about where to spend our marketing dollars. B&M pays for themselves by making our marketing more effective and allowing our internal staff to concentrate on what they do best.

CM: Hey, do you think I should put my initials next to the shoe print?

TM: Only if you want the foreman to know who to come after about defacing his work.

CM: Good point. Let's walk faster. So why do you like working with those guys back at the office?

TM: First of all, the B&M people we meet with are the people who do the work and carry out our projects. That speeds things up and eliminates problems that can arise when things are passed off to others. Secondly, B&M has 20 years of experience working with manufacturers and helping to communicate to dealer organizations and end users. We benefit from that experience. And thirdly, your firm



Tom Miller

... continued on back

How to Get Noticed

Yawn



People read for two reasons:

1. To obtain information they believe will be useful.
2. To be entertained.

Let me repeat, "People read for two reasons and two reasons only: To get information they want, or to be entertained."

If you write an article full of useful tips, in an entertaining style (like this newsletter), you'll be ahead of the pack. On the other hand, if you simply tell them your company is celebrating an anniversary (yawn), few will care about or read your press release.

Seriously, if you want to attract editors' and readers' attention, give them what they want ... helpful articles with names like, "How to Design a Manufacturing Cell," or "7 Steps to Make Sure Your Lawn Mower Will Start Next Spring," or "Increase Response to Your Direct Mail Using These Tips."

Apply this concept to your next press release, company publication or web site update. If the headline doesn't say, "You Can ...," "How to...," or "Company Offers Seven Ways to..." rewrite it so it does.

If you need help, call us. B&M is experienced at creating and placing these types of attention getting, informative articles.

**Mark your calendars for the 2nd Annual
"I'm No Dummy Day," October 24, 2003.**

Thanks for Your Concern

Just a short note to thank all of our newsletter readers who emailed, snail mailed and called with get well wishes following Dale's serious crash at Road

America. Dale's already undergoing physical therapy and is expected to make a full recovery.

We were hoping the doctors would be able to improve him in a couple of areas, but I guess we'll have to settle for getting him back to the way he used to be.



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r e t t e l s w e n

The Communications Power of "Icons"

Ronald McDonald, the Keebler elves, the Pillsbury Doughboy, the Michelin Man, M&M characters and others have proven that the most effective corporate "mascots" are living, breathing personalities who have friends, limitations and fears. One recent study found that it's important that the character not become too real.

For instance, Georgia Pacific spent about \$1 million on a contest to find the ultimate tough yet sensitive Brawny Man and considered using him in place of the 30 year-old drawn version.

Testing, however, found that "consumers preferred a fantasy figure over a real guy." So an up-dated Brawny man was designed and will begin gracing Brawny packages in October.

Brown & Martin's Newsletter

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No. Bottles of Beer

Eat a live toad first thing in the morning and nothing worse will happen to you the rest of the day.

Editor: Chip Martin

This newsletter is produced for clients of Brown & Martin, Inc., a marketing and public relations firm serving companies across the country. If you're not a client, quit reading! Or, call us and become one.

Put It To a Vote

In 1956, only the presidential election attracted more voters than the Miss Rheingold beer contest. The contest was to decide which of several attractive models should be displayed on the beer can. The moral? If you've got a tough marketing decision to make ... put it to a vote.

Opinion polls and voting have become an integral part of TV viewing, with Web sites and emailing making it easier to be heard.

Similarly print and electronic marketing make it easy for people to vote on everything from government policy to new candy flavors.

So, if you've got a marketing choice to make that can be made to be fun and interesting, put it to a vote.

Benefits include:

- The targeted group will appreciate that you asked for their opinion and you'll get valuable feedback.

... Chip's Column from front page

offers resources we don't have internally. For instance, you updated our web site (www.metal-forms.com) including the Spanish section of the site, using your internal Spanish translator.

Plus, you make sure everything ties together. You even produce our dealer newsletter.

CM: I know... another newsletter with a fictional editor. How original. What's his name again?

TM: It's Mel. Mel has been the Metal Forms' mascot for many years. B&M's expertise enabled us to get even more use out of Mel by making him



Mel: Metal Forms' Mascot

the editor of our dealer newsletter. The response has been great.

CM: What are these stakes?

TM: They're survey-or stakes. I don't think you should be collecting them.

CM: I take it personally when wood is used for such a mundane purpose. Who's that guy?

TM: The foreman. He looks perturbed.

CM: I can't run with all this cement stuck to my shoe. What should I do?

TM: Get ready to be used for a mundane purpose.

- Your company's name and/or products will be in front of a targeted group.
- You'll have an excuse for additional contact when results are announced.
- And more.

Customers, distributors, prospects, employees ... any group can be tapped through emails, newsletters, ads, direct mail or other forms of communication. Ballots can be cast via the internet, faxes, or hard copy.



Chip Shot

Never delay ending a meeting or starting the cocktail hour.

Tie Your Marketing to Something People Are Already Thinking About

The president of a major ad agency was strolling down the cobbled streets of Shockoe Bottom, VA in early June. He spotted copies of Hillary Clinton's Living History in the window of an independent retailer, and a marketing idea struck him. He hurried home and designed an ad with copy that read, "What every dad wants for Father's Day. A Forgiving Wife." He went back and sold the ad to the store for \$1. The book sold out in less than a week.