

AGET[®]

Marketing Communications Since 2005

Prepared for Rob DePierre



Background Overview

In 2005, Aget Manufacturing Company selected Kracoe Szykula & Townsend, Inc., as its marketing communications agency for producing trade advertising, product publicity, public relations, literature and related communications. The purpose of this document is to provide the new management team at Aget with an overview of our efforts on behalf of the company. The following pages contain our planning form, a compilation of ads, literature and press releases from our initial efforts to present day.

It is important to note that prior to developing any creative or media strategies, our first step is to go through an analysis labeled Account Planning with our clients. This process provides a roadmap to prepare communications programs that address our client's objectives. A copy of the Account Planning Form follows. We recommend that it be revisited if necessary before resuming the 2014 marketing Communications program.

KS&T Planning Form for Aget Manufacturing

(The following presents the document as agreed to by Aget.)

Client:

Aget Manufacturing Co., Adrian, Michigan

Products are dust and mist collecting equipment and filters

Business Description:

The broad business category is air filtration and debris collection. The air filtration comes from various industrial segments including metalworking, woodworking and manufacturing, baking, and paper shredding.

Product Description:

Air filtration – dust removal – oil mist removal. Aget manufactures 2-stage cyclone dust separators under the brand DUSTKOP; mist collectors under the brand MISTKOP; after-filters under the brand FILTERKOP.

How is the product sold?

Through sales agents, most installations must be engineered to meet requirements therefore, Aget personnel must get involved in most sales. It also requires some level of expertise on behalf of the sales agent.

Target markets

Woodworking/furniture/lumber, paper shredding, metalworking/machining, schools (industrial arts classes) baking and spices, food processing, printing, pharmaceuticals, all with 100 employees or less*. Major applications are aluminum sawing and dry machining (dry chips), CNC routers for metal, aluminum, composites, and wood. Paper shredding/document destruction is also a big market. In general, any industry that creates dust, mist or pollutants, other than chemicals and hazardous materials, is a candidate for the Aget products.

* It should be noted that Aget will not turn down business from large plants even though small plants are its target



Target audience

Owners, managers, plant managers, production/engineering managers and maintenance managers.

Competitive analysis

Donnaldson Torit is a major competitor that makes cartridge type dust collectors. People like to think of these as high tech. Aget claims these are expensive to operate.

(see ads and website information)

Key Problem

Removing dust and debris from a variety of production processes including all types of wood processing and manufacturing, metal grinding and sawing, plastic manufacturing, food processing, as well as mist from metalworking machining operations...all with minimal cost and maintenance.



Communications objectives

1. Convince prospects that “cartridge type” dust collectors are not “high tech” and are more expensive to operate than Aget DUSTKOP separators.
2. Position Aget as solving dust/mist problems in manufacturing in a cost effective manner.
3. Introduce new products such as the new downdraft bench

Benefits

Provides clean air, reduced machinery costs, healthier working conditions, and salvage of valuable dusts and debris

Once installed, Aget dust/mist collectors have a very low maintenance cost, considerable lower than “cartridge type” units.

Additional information

Aget has available parts for equipment that was built as long as 60 years ago.

Aget uses cold rolled steel for constructing its units which provides better sealing and exterior finish than most competitors who use hot rolled steel.

The brands DUSTKOP, MISTKOP and FILTERKOP are more important than the Aget name.



Print advertising

The program we created for Aget is comprised of a series of small-space, 1/4 page ads. This strategy allows the company to have significant reach into Aget's stated target markets at a frequency level to provide retention among its target audiences. The ads are presented on the following pages.

Sales Literature

There are several pieces of literature in various stages of production. For myriad reasons none of these have been printed and all require additional information.

Public Relations



There has been one application story and only a few new product press releases written since our relationship began. Aget has participated in several publisher offers that involve special advertorials of which we took advantage. Copies of the news releases, in addition to a sampling of typical press pickups are included after the literature section.