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Advertising — No.1

Selling excess manufacturing capacity

CLIENT: Alcom – Subsidiary of Ascolectric Limited

PRODUCT/SERVICE: Electric coil winding

SITUATION:

Traditionally, Canadian manufacturers wound their own electric coils using old, inefficient equipment. Modern, automated coil winding services were unique.

Ascolectric (ASCO) had formed Alcom to serve the international coil-winding mandate for the Automatic Switch Corporation (ASCO's parent, based in the US). ASCO had imported high speed, automated equipment from Europe that significantly lowered coil winding costs. However, the equipment that produced these efficiencies could also wind more coils than the corporation required.

OBJECTIVE:

To utilize the excess production capacity at Alcom by securing coil winding orders from other manufacturers, primarily in Ontario.

STRATEGY:

Target manufacturers in various industries, to communicate that winding their own coils is not cost effective, and that Alcom-wound coils are a unique alternative.

TACTICS:

High impact, targeted advertising campaign, concentrated in one business publication that efficiently reached prospect companies. The media plan was for 12 consecutive full-page insertions, to build awareness for Alcom and its unique offering.

RESULTS:

The advertising campaign was so successful, that after only four insertions manufacturing capacity had been reached. The advertising generated 325 sales leads and **filled capacity in just four months.**

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