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Published by Warne Marketing + Communications

Integrated Communications — No.3

Regaining market leadership

CLIENT: The Raymond Corporation

PRODUCT/SERVICE: Narrow-aisle lift trucks

SITUATION:

For 30 years, the Raymond Corporation was the inventor, innovator, and market leader in narrow-aisle lift trucks, used in materials handling. And, though they offered a superior product with proven reliability, they were steadily losing market share as new competitors entered the market.

The company invested heavily in R&D and developed a technological breakthrough through which they hoped to regain their first place market position. Called *intellidrive*®, the breakthrough was the industry's first microprocessor-based traction control system that offered tangible benefits to both Raymond and its customers.

For Raymond, production costs would decrease, while the customers would realize increased productivity through easier operation, and reduced maintenance costs.

OBJECTIVE:

To regain market share and resume the leadership position.

STRATEGY:

Build awareness of the new technology and communicate the benefits to the target market. Prompt target customers to seek out additional information and potentially defer purchasing new trucks until the first Raymond trucks with *intellidrive*® became available.

TACTICS:

Two large product launch events were staged in New York and Cleveland to introduce *intellidrive*® to the media.

Advertising inserts were placed in the leading materials handling publications in Canada and the United States. A supporting direct mail campaign was targeted at purchasing influencers for the key target markets.

RESULTS:

Within two years, Raymond had **regained their first place position, with 52% of market share** in the narrow-aisle category.

The direct mail program generated 2,387 buyer inquiries or 7% response.

Of the sixty publications targeted for publicity 100% of the publications ran items on *intellidrive*® including five major feature articles.

