

Success Story: Intermatic Next Generation Time Switches Targeted Campaigns by Moser Generate \$12M Sales in Competitive Market

“What I like about Moser Design is that they are a full-service firm; they work on a project and they also give you direction and ideas about your total marketing program.” – Bruce Oellerich, Marketing Manager

Read more to learn how. . .

- Moser develops campaign for new Next Generation product line
- Promotions motivate sales staff and increase product sales
- Campaigns created by Moser for eight distinct product lines increase annual sales from \$35M to \$62M

Scope of Work

- Product user interface
- Brochures
- Packaging
- Sales demo kit graphics
- Sales promotions
- Trade advertising campaign

Finding the Perfect Design Agency

Intermatic had limited in-house capabilities when it came to marketing communications design. Marketing Manager Bruce Oellerich knew he would need to hire an outside agency to meet the growing marketing demands for the new product lines he was responsible for.

Rick Moser, President/Creative Director of Moser Design, met with Bruce to pitch the account. Bruce offered Rick the opportunity to develop a catalog cover and the results were undeniable: Rick and his team could deliver.

“Another thing that has always impressed me about Rick Moser is that he understands the difference between marketing to a contractor, architect, specifier and homeowner,” said Bruce Oellerich, Marketing Manager.

From a Catalog Cover to an Integrated Campaign

The initial Intermatic full-line catalog cover project developed into an ongoing relationship with Moser that included numerous campaigns and sales promotions. The largest campaign Moser created for Intermatic was for the Next Generation Time Switch line – a new microprocessor-controlled electronic time switch that offered energy control capabilities well beyond those provided by the iconic “yellow dial” mechanical time clock Intermatic introduced in 1956. Every component in the Next Generation campaign: brochure, trade ads, user guide, sales demo kit and packaging—had a common look and feel, so it fit together well and provided a well-designed impression at each touch point. Versions with unique language were designed for Intermatic’s two target audiences: contractors and specifiers.

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Trade ad campaign by Moser Design leverages the recognition and reliability of Intermatic’s “yellow dial” time clock to introduce the new Next Generation product line.

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Targeted Campaigns from Moser Generate Sales in Competitive Market

Bruce Oellerich also tapped Moser to design the Next Generation product user interface (1, 2, 4, 8 and 16 circuit models). Rick began design after consulting with electrical contractors, product engineers and distributors. The Intermatic Next Generation time switch line grew from a concept to \$12M in annual sales in a period of three years.

Moser Design works diligently to make sure that marketing materials for each target audience contain the unique information they need to make an informed decision. This ability increases the effectiveness of their work, so the return on investment for the client's marketing dollar is maximized. Rick specializes in creating clear information design and a branded look and feel across multiple media. He and his team make sure your customer's first impression is the best.

"I used Moser exclusively for all the marketing communications I was responsible for at Intermatic," said Bruce Oellerich, Marketing Manager.

Product and Target Audience Understanding Critical to Success

Rick's ability to target contractors, distributors and specifiers, as well as understand complex electrical products and translate their features into meaningful benefits and value, led to a long-lasting and mutually beneficial business relationship between Moser Design and Intermatic.

The Results

- Motivated and informed sales force
- Increased sales (annual sales of eight product lines rose from \$35M to \$62M)
- Next Generation Time Switch campaigns grew sales from \$0 to \$12M annually

"Rick's work exceeded my expectations, allowing Intermatic to increase sales in a very competitive marketplace. I believe any company that markets commercial products would be well served by adding Moser's skills to their marketing team," said Bruce Oellerich, Marketing Manager.
