

Success Story: Intermatic Next Gen Time Switches

Targeted Campaigns Generate Sales in Competitive Market

“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.”

Bruce Oellerich, Marketing Manager

Read more to learn how . . .

- > Promotions effectively motivated sales staff and increased product sales
- > Moser develops campaign for new product line: Next Generation Time Switches
- > Campaigns created for eight distinct product lines increased annual sales from \$35M to \$62M over 15 year relationship

Scope of Work

- > Brochures
- > Packaging
- > Product User Interface
- > Sales Demo Kits
- > Sales Promotions
- > Trade Advertising

Finding the Perfect Design Firm

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

Rick Moser, President/Creative Director of MoserDesign, 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.

“What I like about MoserDesign 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,” said Bruce Oellerich, Marketing Manager.

New Product Introductions and Sales Promotions

Rick and his team developed numerous campaigns and sales promotions for Intermatic. The largest integrated campaign Moser produced was for the Next Generation Time Switch line – brochure, trade ads, user guide, sales demo kit and packaging. Each component had a common look-and-feel, introduced the features and benefits for a revolutionary new product line, and was designed specifically for Intermatic’s target audiences: contractors and specifiers. Rick also designed the product user interface (1, 2, 4, 8 and 16 circuit models) after consulting with product engineers, contractors and distributors. The line grew from a concept to \$12M in annual sales.

MoserDesign works diligently to make sure that materials for each target audience contain the information they need to make an informed decision about a product or service. 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. They 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, led to a long-lasting and mutually beneficial relationship with Intermatic. Bruce Oellerich has moved on to another marketing position, yet he still works with Moser to this day.

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 in annual sales

“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.