

## Advertisement Process Case Study

### Working with Debra Harrsch

“Having worked with Debra for a couple of years, I have come to appreciate her broad knowledge in Marketing and Communications, her dedication to her job and her results orientation. Considering the complexity of her task, bringing together the different brands and identities of various companies taken over by METTLER TOLEDO under one common umbrella, she has provided excellent, tangible and long-term value. Her achievements secure benefit to the company for many years to come.”

Alex Filz  
Head of Communications  
Mettler-Toledo Inc.

An advertisement has only 4.7 seconds to make an impact before the reader moves on. That is why it is imperative to make sure your advertisement makes a statement that will entice the reader to read further or respond to the call to action.

#### Process:

The process of developing an AD includes:

- Dialog with the client to determine the key message(s) for their prospective and current customers.
- Review of current ads and their outcome.
- Synthesis of the dialog to enable us to conceptualize your message.
- Research of images to find the most appropriate one to deliver your message.
- Choose several images for ad development.
- Create the concept headlines.
- Client review and input of concepts. Choose one concept for refinement.
- Refine ad image and body copy.
- Client review.
- Refine—make additional changes to copy and positioning if needed.
- Prepare advertisement for publication specifications.

The ad development process builds a messaging campaign that you can leverage for all vehicles in your marketing communications campaign.. This consistent use of the right customer-focused message will maximize your marketing resources and increase your brand/product recognition.

Included in this process is the development of an advertising placement plan to maximize your product impact. Your advertisement should be placed in publications that your target audience reads, taking into account increased exposure in issues having relevant editorial calendar topics and trade show coverage. This plan provides the best exposure to get the message out.

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### Clients Response:

“Debra Harrsch and her team at Brandwidth Solutions listened to our needs and in an extremely timely fashion offered some imaginative and extremely professional options. Their professionalism and understanding of our technology and operations enabled our organization to utilize some cutting edge options for our marketing campaign. The response from our potential clients to our ads has been extremely positive and enthusiastic.”

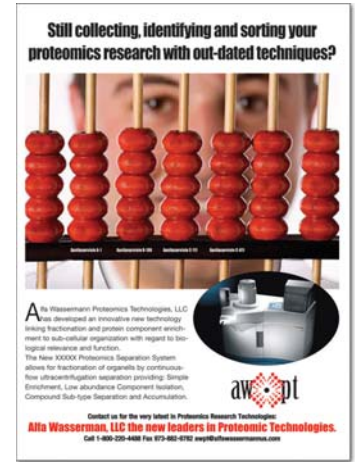
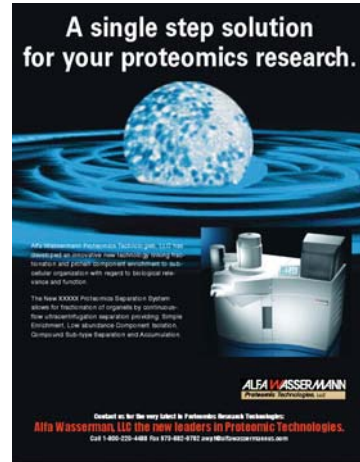
Mark Flocco,  
VP of Marketing and  
Business Development,  
Alfa Wassermann  
Proteomics Technologies

The following is an example of developing the 3 ad concepts for one of our clients.

### Challenge:

Our client needed an ad identity that would give them product and brand recognition in their market segment, life science researchers. (Is there a more segmented customer market or is it this broad customer base?)

### Solution:



The client chose the third concept. The goal was to find an image that looked like the dots on a 2-D gel and showed a problem since their product works hand-in-hand with 2-D gels. Their product simplifies organelle purification, which is a bottleneck for researchers. Because the term bottleneck can be overused, we needed to find another way to state the problem. The abacus was chosen; however, the stock image was not quite perfect, and we needed to do a little computer magic to refine the stock image. (Most advertisement concepts used stock images with watermarks until one was chosen at which time we purchased the image to work on.) While the image was re-touched, we worked on the copy to compliment the graphic and to ensure that we delivered the right message to their target audience.

### Outcome:

The following was the final advertisement presented in the September 2006, Drug Discovery News.

