



Accelerator

360° portfolio



the **Accelerator** Companies

399 Venture Drive, Suites A & B
Lewis Center, Ohio 43035
p. 614.785.4345 f. 614.785.4346
www.resultsdriven.info

r e s u l t s d r i v e n



» **results:** 87% on-shelf compliance and record sales for a new product in the category!

a case study in... mass retail

HUMMER H2 Ride-on Wal-Mart North America

Challenge: To motivate Wal-Mart managers in the U.S. and Canada about the exciting new launch of the battery-operated, kid-sized HUMMER H2.

Pure Idea: Show and Tell.

Our presentation was as simple as an old-fashioned show and tell presentation. Showing the package and telling the benefits!

Results: This dynamic, eye-catching launch kit is a mini version of the product packaging. This approach created excitement and awareness, which drove program participation to record heights! Additional elements included radio spots, in-store merchandising, website, and consumer advertising.



Planet Toys & Street Fighter IV

Designed compelling and exciting action figure packaging.



Elmer's Products, Inc.

New product launch with bold packaging and product sales sheets.



Wal-Mart & Step2

Developed information delivery system with mobile texting POP application.



a case study in... grocery/convenience

White Castle Distributing Inc.

Challenge: To create effective consumer advertising to drive sales in specific retail channels.

Pure Idea: Appeal.

Using the product as the hero and as a narrative will increase sales by appealing to moms.

Results: Sales in convenience and grocery stores increased by 28% during the six months after publication.

» **results:** 28% increase in convenience store sales compared with same store levels in the previous year.



Mike-sell's Potato Chip Company

Created eye catching POP for grocery and convenience locations.



White Castle Distributing Inc.

Developed brand building POS merchandising program.



a case study in... food

White Castle Restaurants

Challenge: To upgrade the brand through fun and impactful signage and consumer materials while boosting incremental sales.

Pure Idea: Fresh.

Fresh product representations, copy, and design lead to higher sales. White Castle enjoys a strong, loyal following. We just needed to tap into that and create strong imagery and buzz words to attract attention of that young audience and cash in on the fresh approach.

Results: Record setting sales during promotion months.

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Ohio Farm Bureau Federation

Regional print and outdoor campaigns supporting local food production.



Sysco

Developed oversized menu for national tradeshow.



a case study in... business to business

AMP-Ohio

Challenge: Drive the economic development engine in 106 AMP-Ohio public power communities.

Pure Idea: Community. Power. Promise.

By focusing the communications on AMP's largest competitive assets of community, power, and promise, site selectors will be intrigued to discover more about AMP-Ohio's services.

Results: This national trade campaign is drawing inquiries from across the nation and member communities finally have a voice in the world of economic development.

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Information Strategy Group

Established corporate identity and marketing position.



Security Risk Management Consultants

Redefined corporate identity and promotional strategies and methods.



Recovery Site Logistics

Developed marketing position, corporate identity, awareness campaign, marketing communications methods and website.



a case study in... national promotions

The Scotts Miracle-Gro Company

Challenge: To boost sales of Scotts Winterizer fall fertilizer.

Pure Idea: Deliver.

This powerful promotion included writing, designing and coordinating a major-scale drop of the Scotts Secrets booklet to homeowners in key markets nationwide, using a Sunday newspaper sleeve and pouch as the carrier.

Results: Retailers reported sell outs of the product, and Scotts manufacturing converted a production line to meet the emergency re-orders, which in turn generated millions of additional revenue.

After a 6-week recall survey conducted by Valassis, our promotion rated the highest of any Sunday sleeve drop in any category for any product.

» **results:** new marketing strategy brings in 10 million in additional revenue

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HUMMER

Dealership lifestyle signage custom to individual markets.



Ross

Ross diaper bag promotion to new mothers.



Step2 Toy Company

National consumer catalogs.



a case study in...
big box home improvement

Step2 and Lowe's

Challenge: Develop a winning POP program and captain the category in Lowe's.

Pure Idea: Clean.

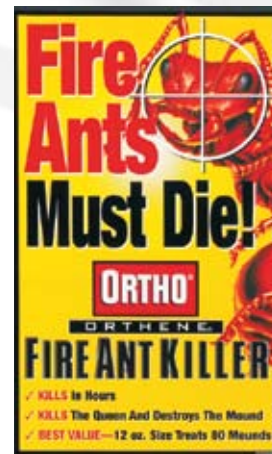
Visiting the accounts we noticed that this category was under-visualized and confusing to shop. Using our collaborative approach, we worked with Lowe's to develop a new, cleaner system to merchandise the entire category.

Results: Step2 was able to add 2 new SKU's to the line-up and since implementation they have experienced a 40% increase in sell-through.



Scotts Winterizer

Lowe's & Home Depot rebate programs and point-of-sale promotions.



Ortho Fire Ant Killer

In-store promotion to drive sales during peak seasons.



a case study in... dealer campaigns

Briggs & Stratton Corporation

Challenge: To help bring awareness to the importance of using genuine parts versus imitation parts.

Pure Idea: Trust.

These printed materials and sales kits were used to help the sales force drive home the importance of using genuine Briggs & Stratton parts versus imitation parts. The posters and flyers gave compelling support copy for the dealers. The center of the campaign was a sales message on a box that contained actual oil and air filters cut open to show the difference between the genuine and imitation parts.

Results: It was a very effective and well-received campaign. Participation of dealers in the use and recommendation of genuine Briggs & Stratton parts rose by an impressive 35%.

➤➤ **results:** increased genuine parts participation in dealers by 35%



Sherwin Williams

Direct mail and regional market promotions for independent hardware stores.



Max Turf Builder

Product launch sales and promotional materials.



Scotts Lawnpro Retail Impact

Comprehensive independent retailer promotional materials including POP, ads, radio, TV, website, training and more!



a case study in... manufacturing

GBI Machine Tool

Challenge: To launch a new product line into the machine tool industry worldwide.

Pure Idea: Bold.

Accelerator was tasked with developing the machine's name, look, logo, promotional materials, website, and worldwide product launch. After visiting dozens of factory floors we knew that to get the attention these machines needed would be with a bold new color and out of the ordinary promotional materials.

Results: At the initial open house, ten world-wide distributors committed to purchasing 3+ units each, resulting in \$7,000,000 in sales in one day.

» *results: \$7,500,000 on the first day of marketing*

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Grotte

New product launches for the food manufacturing industry.



BioDynamics

New company identity and market launch for biomedical firm.

