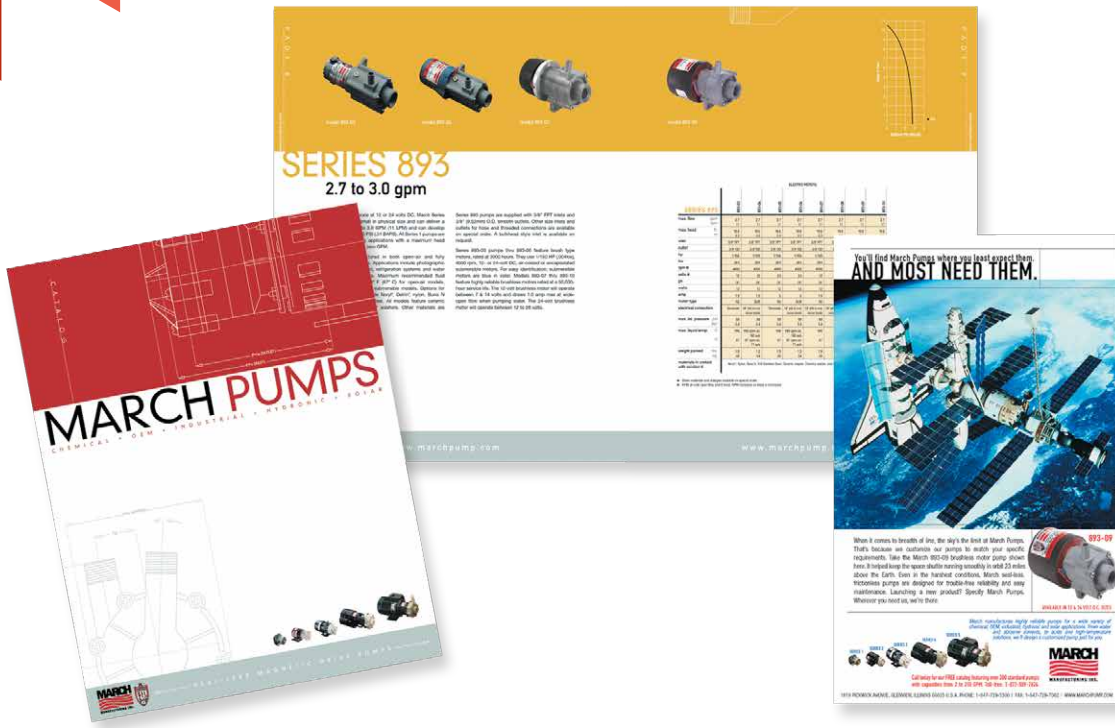


# CASE STUDY [ March Pumps ]



## Challenge

March Pump manufactures precision pumps for OEM, chemical, industrial, solar and other commercial applications. The company specializes in custom pumps for high-reliability applications, but this critical capability was not being effectively communicated to target audiences in any of March's marketing efforts.

## Solution

Modern Marketing Partners repositioned March Pumps as the choice for high-reliability, mission critical applications, with a print ad series that highlighted such applications as the space station. A new print and electronic catalog reinforced the precision position with a clean grid design, and deep technical specifications. Internet marketing and publicity completed the integrated program.

## Results

March Pumps is recognized with multiple creative awards including two Business Marketing Association (BMA) Tower Awards. More importantly, March Pumps achieved double-digit sales increases.