

Marketing & Communication

A decisive resource for the company

"Our approach to marketing is to bring technical and commercial skills to wherever there is a Metal Work customer, supporting the general management, the marketing management and the partners in a systematic and scientific way with flexible and innovative tools".

“Market knowledge is an advantage”

This is the plan of action being proposed by Francesca Sessi, who has been marketing manager in the commercial management area since September 2001. In fact, the company plan relates to optimize the production potential of the entire sales organisation which, from the Concesio headquarters, extends



throughout Italy and around the world. Having better knowledge than one's competitors of the market in which one operates, its mechanisms and stakeholders, is always an undeniable advantage. Knowing how to transfer effective messages abroad may

enable the company to keep ahead. In any case, communication has become a key factor. Metal Work is fully aware of this and has fine-tuned a strategy from which great results are expected. The first effects will be discernible very soon in both domestic and foreign markets.

On Line

The Internet site Updated, complete, a wealth of information

www.metalwork.it gives direct access to the world of our company, with information available in both Italian and English. All of the company news, products, sales networks and communication is thus readily available. From any part of Italy, or from around the world, connecting to the site makes information available about the nearest Metal Work point-of-sale and about the technical and operational characteristics of the principal products in our 700-page catalogue. The site also contains the list

of trade fairs in which the company is participating and puts the visitor into direct contact with our specialists and technicians for information, clarification, explanations. In the space of the few months, the company will put all of its partners online.



A series of press announcements

Here is the new advertising campaign

Products alongside company personnel at work, creating a real environment of movement and activity, like a fantastic city

Methods change, sales techniques are revolutionised, but the old adage according to which "advertising is the soul of business" remains as true as ever. The difference with respect to the past is that, today, everything becomes obsolete faster and change is a necessity.

Even the most well-done advertising spots no longer last more than a season, a year at the most. And so, Metal Work is also turning new ground in the field of advertising. The new advertising campaign is certainly not intended radically to change the company image but focuses on making the company message more incisive. Using a fine balance of images and texts, the objective of the creators who devised the 2002/2003 campaign is to express precision, order, practicality,



“Our products are oriented to optimisation of machine performance”



“Our technology garante the system reliability”



“Our sales organisation is able to satisfy every customer requirement”

efficiency, quality, competence, professionalism. Characteristics and requirements that are essentially those expressed by Metal Work. The images in the three spots consist of three phases in a journey through Metal Work, showing our products alongside company personnel at work, creating a real, almost everyday, environment of movement and activity. The message being sent to customers, both current and potential, revolves around three of the company's strong points: research, technology and support. First: Metal Work research shares your needs. Second: Metal Work technology is a vital part of your systems. Third: Metal Work support is always at your side. These are the three company characteristics that guarantee customer satisfaction.

Mini-guide



A useful work tool, in your pocket

Available in February: a new company brochure

Written in various languages, it will be distributed at the major international trade fairs attended by all the operators in the compressed-air sector.

It will be a business card for our retailers when they receive potential customers and, in general, will be used by Metal Work in a wide range of situations.

The brochure has a small format, consisting

of eight folded pages, it is handy and elegant, and gives a summarised and essential description of the company, its product design- and production procedures, its management approach and its strategy for growth internationally.

The brochure is intended to become an easy-to-use, immediately effective means of communication.

“Handy and elegant, it will be a winning business card for our retailers”



Design and production
Studio Braem, Milan
Marketing & Communication
braem.stb@tiscali.it

Text
Agostino Rossi