



Case Study – Koch Membrane Systems

The Challenge:

Grant Marketing helped a major global manufacturer of filtration membranes:

- Transform its business-to-business brand identity
- From somewhat dark, low-key market visibility
- To a bright new energetic contemporary look
- Increasing major visibility across all marketing sectors
- Including new collateral materials (brochures, data sheets, direct mail etc.) new advertisements, a new website, new trade show booths, new photography, new corporate stationary and signage, customer event support materials etc.
- Promoted through an energetic public relations campaign

The Situation:

By 2003 Koch Membrane Systems, a Koch Chemical Technology Group LLC company, had lost much of its market visibility to major competitors such as GE Water. In addition, Koch Membrane Systems (KMS) had developed the MegaMagnum® element, a revolutionary spiral wound desalination membrane which needed to be promoted to a global market.

The Process:

Grant Marketing's team met with the KMS Vice President, and several business managers both in think-tank groups and individually in order to clearly understand their products, markets, channels, objectives, competition, and the perception of KMS in its various markets. After conducting extensive research and providing our findings to KMS top management, we received corporate approval to begin the creative process of designing and applying a new corporate logo and identity program to all KMS marketing devices, including a totally re-designed and upgraded, comprehensive, multiple product-focused website.

The Deliverables:

The new KMS logo and across-the-board design concept was approved by management, including the president of Koch Membrane Systems.

Grant Marketing created for KMS a complete marketing communication program and a multi-segment media plan with yearlong schedule.

Grant Marketing delivered new collateral material fully supporting the five product groups, designed new ads that were placed in multiple trade publications. Grant Marketing was also able to generate and place many press releases, product announcements, and feature articles in important targeted trade publications.

Grant Marketing also designed a new 100+ page website which included a CMS for KMS to maintain the site in-house. The home page was presented in multiple foreign languages.

Koch Membrane Systems: Logo Development



Before

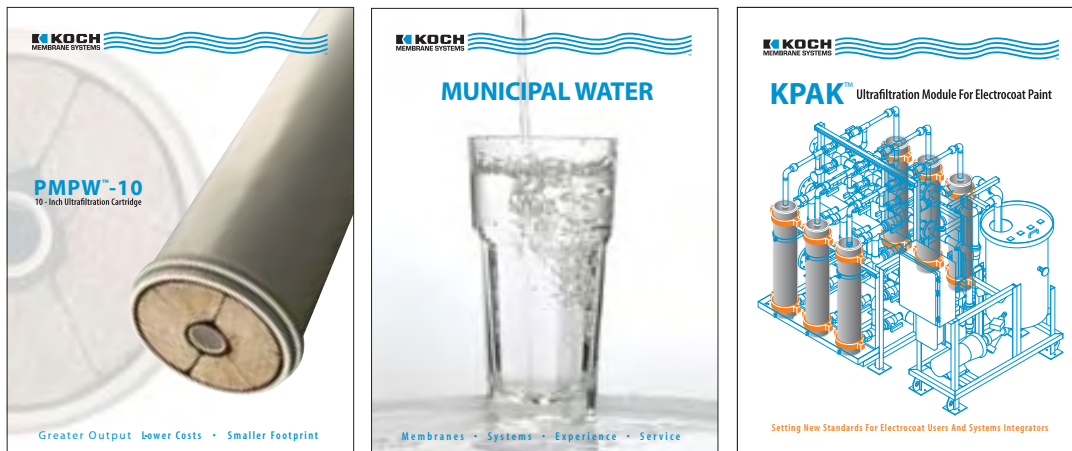


After

Koch Membrane Systems: Collateral Materials



Before



After

Koch Membrane Systems: Corporate Website



Before

After

The Results:

- Dramatically increased visitors to website.
- Increased visibility in their prime markets.
- Increased sales.