

AWT Business Solutions International Business Program

Case Study



Opportunity

AWT partnered with Heinzeroth to develop a strategy, implementation plan and all necessary communication materials to successfully market the new Grow To Europe international business program to prospective U.S. companies.

Challenge

Our challenge was to target CEOs and CFOs of small- to mid-sized U.S. manufacturers looking for an affordable, sensible strategy for entering European markets... to allay their fears by presenting a solution that effectively addresses all of their concerns.

Strategy

Heinzeroth worked to build general awareness for the Grow To Europe program and to explain what it is and how it works to key prospects. We positioned AWT as a trustworthy, credible and proven resource. Ultimately, the goal was to convince prospects that this is an affordable and sensible investment in the future success of their businesses... that expanding operations overseas is not a high-risk venture if you partner with the right organization. The ROI outweighs the risks.

Cont.

Client Brief

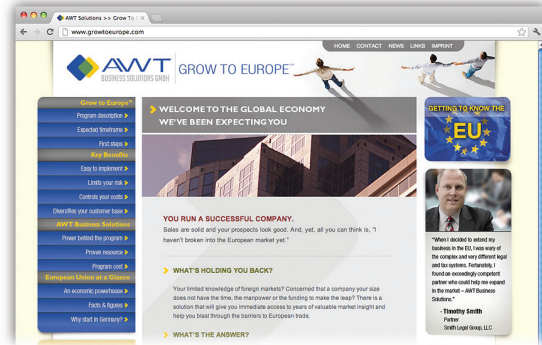
Grow to Europe is an international business program developed by AWT Business Solutions GmbH of Ludwigsburg, Germany to assist U.S. companies with the prospect of entering the European marketplace. Grow to Europe is a structured, budget-conscious solution that provides the organization, expertise and peace of mind that CEOs need in order to form a workable action plan for extending operations to the EU.

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Tactics

Heinzeroth collaborated with AWT's headquarters in Germany to build all aspects of the international marketing campaign from the ground up. We developed the plan, designed all program components and advised on telemarketing and PR efforts.

Specific program components included:

- Strategic planning
- Logo/identity system
- Stationery program
- Web design
- Collateral literature
- Direct mail campaign

Results

- A modular direct mail package that could be modified to accommodate the specific needs of a target company.
- An integrated marketing campaign with a consistent look and feel that communicates in a voice that connects with U.S. business executives.
- The Grow To Europe website earned an Addy for web design at the AAF-Northern Illinois competition.

“Heinzeroth played an important role in introducing our program to the world. They created wonderful promotional materials in printed form and on the web. Prospects who received our marketing material found it helpful and were impressed with its quality.”

Ralf Tomana,
AWT General Manager

For more information contact:
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