

Altra Industrial Motion Wind Turbine Market Initiatives



Opportunity

Various brands within Altra offered power transmission products that were ideal for use in wind turbines. Additionally, many new products were beginning to be developed to meet specific wind turbine applications. In order to reach the growing number of engineers working in the expanding wind power market, Altra decided to showcase their array of product solutions for wind turbines at the annual AWEA Windpower Conference & Exposition.

Strategy

HMG worked closely with Altra's marketing team, engineers and the alternative energy market specialist to develop all the necessary marketing support for Altra's entry into this important new market. Program components included a Wind Turbine market brochure and corresponding website, trade show booth graphics and a series of digital animated ads for web placement. This particular market launch was even more challenging since there was a very compressed timeline to meet the show date.

Cont.

Client Brief

Altra Industrial Motion is a leading global supplier of quality power transmission and motion control products. Their products are marketed under 21 well-recognized and established manufacturing brand names including Warner Electric, Boston Gear, TB Wood's and Bauer Gear Motor.

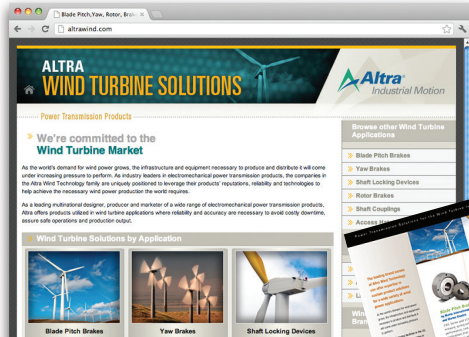
Altra products are sold in more than 70 countries in a diverse group of major industrial markets, including food processing, material handling, power generation, packaging machinery, mining, oil and gas, automotive, metals, turf and garden. The Altra product portfolio includes industrial clutches and brakes, open gearing, enclosed gear drives, couplings, machined-race bearings, belted drives, linear actuators and other related products.

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Case Study



Strategy Cont.

The new market brochure features a wind turbine line illustration, combined with Altra product photo groupings, which help identify where and how specific Altra products are used. A wind turbine market-specific website was also developed which allows visitors to browse specific application categories to determine what Altra product solutions are available to meet specific application requirements. The portal also features links to all appropriate Altra brand websites and the Altra literature portal which contains downloadable PDFs of product brochures and catalogs along with all appropriate market-related Application Profiles, magazine articles and white papers.

High impact visuals, with prominent Altra branding, were incorporated into the AWEA show booth graphics. The series of animated digital ads provided the Altra booth number and focused on the three major Altra product solution categories (shaft locking devices, yaw and rotor brakes and pitch brakes). To help build awareness, the ads ran for three weeks prior to the AWEA show.

Results

All program components were completed in time for the AWEA show market launch. Visitor traffic at the Altra booth was strong with a high level of interest in the Altra product solutions showcased. Altra's in-booth sales team was able to browse the website with prospective customers. Besides being distributed at the show, the wind turbine market brochure was also utilized in a post-show mailing.

For more information contact:
Call 815-967-0929 or email hmg@heinzeroth.com

“Our marketing team really appreciated HMG’s help and expertise with the timely and professional execution of all the various facets of this successful market launch initiative.”

David Brooksbank,
Director of Marketing,
Altra Industrial Motion

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