



ACKERMANN MARKETING

*smart strategy, creative thinking.*

## CASE STUDIES

## **SMART STRATEGY**

Strategy always precedes execution. It is how we work and what makes us different. Strategy is critical because it dictates the most efficient use of marketing and communications resources against clearly defined goals.

## **CREATIVE THINKING**

Our ideas are at the core of our differentiation. We look at problems or situations from a truly creative perspective which results in unorthodox solutions that work.

## **INTEGRATED APPROACH**

Our integrated marketing approach presents your brand as one consistent voice, across both traditional and non-traditional marketing channels, utilizing the most effective outreach methods to reinforce each other and create momentum.

## **COMPELLING COMMUNICATION**

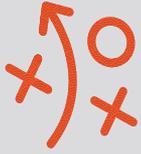
We build campaigns and programs that communicate the most complex ideas in easy-to-understand and compelling ways.

## **TEAM DEPTH**

We have a team of senior level marketing strategists focused on creating strategic, research-driven big ideas that deliver measurable business growth. We don't have any beginners.



**The most valuable resource we can give our clients is time. We listen to them to uncover their real needs. Only then can we find a way to solve their challenge and meet their expectations.**



## STRATEGIC PLANNING

A multi-year vision for your company or product.



## PUBLIC RELATIONS

The primary goal of any PR campaign, no matter how large or small, is to build relationships.



## PRODUCT MARKETING

Brand management from concept, to launch, to growth.



## BRAND IDENTITY

A strong brand identity helps create competitive differentiation and impact profitability.



## DIGITAL STRATEGIES

Developing a sound digital strategy offers a manageable path to executing online marketing initiatives in an organized and efficient way.



## ADVERTISING

We become your champion. Together, we'll create the best and brightest ideas that resonate most with your target audience, thereby making the most meaningful impact.

**PROFESSIONAL SERVICES**

**AVISON YOUNG**

ORNL FEDERAL CREDIT UNION

FURROW AUCTION COMPANY

BARBERMcMURRY architects since 1915

JOHNSON & GALYON CONSTRUCTION

SmartBank

LHP

MERIDIAN TRUST & Investment Company

**CONSUMER**

MOTOR HARLEY-DAVIDSON CYCLES

Smoky Mountain Harley-Davidson

GO BURRITO!

BALTER BEERWORKS

POWER SYSTEMS

POPCORN SUTTON

BIG KAHUNA WINGS

SMOKIN OAK wood-fired pizza

CASUAL PINT Craft Beer Station

**HEALTHCARE**

THE UNIVERSITY OF TENNESSEE MEDICAL CENTER

DeRoyal

secant healthcare Smarter. Faster. Better.

CDC CENTERS FOR DISEASE CONTROL AND PREVENTION

Health Net

THE UNIVERSITY OF TENNESSEE KNOXVILLE COLLEGE OF NURSING

ChoiceSpine Propelling Spinal Surgery

UNIVERSITY RADIOLOGY

SUMMIT GROUP MEDICAL

EAST TENNESSEE MEDICAL GROUP

KOC Knoxville Orthopaedic Clinic

**TOURISM & ENTERTAINMENT**

Dollywood

GREAT SMOKY MOUNTAINS INSTITUTE AT TREMONT

WILDERNESS at the Smokies

WONDERWORKS INDOOR AMUSEMENT PARK!

DFW DALLAS/FORT WORTH INTERNATIONAL AIRPORT

BLACKBERRY FARM

BILTMORE

TOPJUMP TRAMPOLINE PARK

TITANIC - WORLD'S LARGEST MUSEUM ATTRACTIONS

THE OLD MILL

**TECHNOLOGY & MANUFACTURING**

ALCOA

Proton Power

MWV MEADWESTVACO

Clayton homes

Honeywell

EDP BIOTECH CORPORATION Early Detection Products

BECHTEL

AQUA CHEM

Hoffmann Group Tools to make you better

RADIO SYSTEMS CORPORATION

BRUNSWICK Boat Group

**POWER**  
  
**SYSTEMS**



# ISSUE

Power Systems is a marketer and distributor of sports and fitness exercise equipment. The private company grew substantially over a 25-year period but still believed it lacked awareness with key audiences. The campaign goals for Ackermann were to:

- Raise awareness among buying decision-makers in key targeted markets
- Create significant competitive differentiation
- Accurately reflect the company's vision for users of its equipment
- Impact new business generation

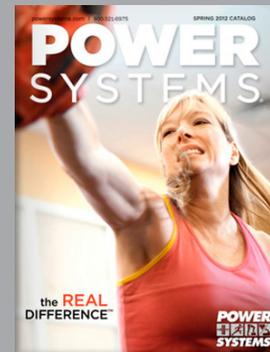
# IDEA

Working with the Power Systems management team, Ackermann conducted in-depth customer research in order to understand the market's perceptions of Power Systems and its key competitors. Ackermann then developed an overarching strategic marketing and sales plan to drive sales over a five-year period. The strategic plan called for:

- Repositioning Power Systems as the industry leader
- Creating a new positioning line: "Experience the REAL Difference"
- Developing a totally new creative platform and "look" which included a company logo, product catalog, e-commerce strategy, trade show displays, signage and other collateral materials
- Implementation of an aggressive industry and consumer public relations program to generate media coverage
- Key customer communications programs
- An aggressive internal communications program to launch the refreshed brand and build employee enthusiasm

# IMPACT

The new brand look and positioning were launched at the industry's largest trade show to great acclaim and acceptance. The industry acknowledged Power Systems' leadership role and dedication to its customers. Feature articles were generated in key trade magazines such as Club Business International. Fitness "tips" press releases generated over 2,500 placements across the United States. Product catalog and online sales increased exponentially as a result of our campaign, as did customer emails indicating their applause and acceptance for Power Systems' new program. Power Systems' market share increased significantly the year that our brand re-positioning program was implemented.



**UT THE UNIVERSITY OF TENNESSEE  
MEDICAL CENTER**



## ISSUE

The University of Tennessee Medical Center was looking to establish media and industry positioning as a regional and national Thought Leader. Through research initiatives, unparalleled patient care and expertise across a wide variety of services, it was important that the organization be recognized for its achievements in a way that honored the individuals behind the successes, as well as recognizing the Medical Center as an institution of both higher learning and care. Ackermann was chosen as the firm to represent UT Medical Center in this national effort.

## IDEA

Ackermann recommended execution of a regional and national public relations campaign, highlighting the physicians at the University of Tennessee Medical Center, as well as the programs, initiatives and research tied to the organization. The primary goal was to increase the quality of media coverage for the organization, and develop a long-term pipeline of media angles and stories for the organization and its physicians. An additional goal of the Thought Leader program was the implementation of the Health Information Center, a health literacy resource for the region.

## IMPACT

Ackermann launched the ongoing Health Literacy Initiative for UT Medical Center in conjunction with the opening of a nationally unique Health Information Center. In addition, Ackermann laid the groundwork in claiming a regional and national Thought Leader position with media targets, developing relationships with outlets that resulted in robust coverage of UT Medical Center.

National media coverage goals were exceeded, as UT Medical Center created a News Service division, becoming a preeminent source of health information for regional media.

Most recently, UT Medical Center was featured in an in-depth **CNN** piece highlighting UT Medical Center's research and practice on opioid-dependent mothers through pregnancy.





  
**ChoiceSpine**<sup>TM</sup>  
Propelling Spinal Surgery

## ISSUE

ChoiceSpine is an industry leader providing best-in-class spinal products for physicians to use during spinal surgery. ChoiceSpine offers a breadth of innovative products that provide surgeons and operating teams with safe, efficient, and easy-to-use systems with which to treat patients. From cervical spine systems to interbody implants, ChoiceSpine products have a track record of producing superior quality outcomes in surgical patients. ChoiceSpine was poised for its next phase of growth, thanks to a broadened portfolio of products that provided a critical mass in terms of enhanced product coverage and integration. Ackermann was asked to help the company's leadership team develop and implement a marketing and outreach plan to increase awareness and lay the groundwork for sales success.

## IDEA

Ackermann devised a marketing plan that included spinal device media relations, industry thought leadership, distributor business development, a refreshed brand identity, website redesign, and inbound marketing tactics. ChoiceSpine's unique brand theme of "Propelling Spinal Surgery" was brought to life through messaging and naming at a product and category level. Each product was poised to reach its primary audience among physicians, patients and distributors. Ackermann developed a dedicated distributor outreach plan to introduce ChoiceSpine, and its new products, to distributors in the medical device industry.

## IMPACT

ChoiceSpine reentered the spinal surgery device industry with a splash. With a redesigned logo, research-driven website, and product specific positioning, ChoiceSpine embarked on a national industry public relations campaign that resulted in recognition in over 10 publications including *Becker's Spine Review*, *Ryortho's Orthopedics This Week*, and others. ChoiceSpine initiated a monthly e-newsletter reaching customers, distributors and the media. Being a product-driven company, ChoiceSpine also benefited from a repeatable go-to-market template to guide their launch of new products. As part of this effort, ChoiceSpine launched a monthly webinar to act as a live demo for prospective surgeons and distributors. During the new campaign, ChoiceSpine was able to reach 2.5 million members of the medical device industry and enjoyed double digit growth.

### THE INNOVATION RUNWAY FOR MIS.

Dynamic. Direct. Nimble.



THUNDERBOLT  
WHERE NIMBLE AN  
SECURE INTERLOCK

### INTRODUCING TOMCAT.

MULTIPLE PROBLEMS. ONE SOLUTION.

Tomcat is a single device that incorporates both plating and spacing involved in interbody spinal fusion.





LEGACY PARKS  
FOUNDATION



## ISSUE

Outdoor tourism is one of the fastest growing tourism segments, reaching \$260 billion in 2013. East Tennessee, anchored by Knoxville, possesses some of the country's most outstanding outdoor/adventure natural resources and assets. No one organization in East Tennessee was focused on developing, marketing or promoting outdoor/adventure tourism. In the face of this void, Legacy Parks Foundation stepped in to serve as a catalyst and driver to develop and implement an East Tennessee Outdoor/Adventure Tourism Program.

Legacy Parks is a non-profit organization that works to assure that the East Tennessee community enjoys exceptional recreational opportunities, natural beauty and open spaces, and that those assets exist for generations to come.

## IDEA

Ackermann recommended the development of a strategic brand and marketing planning process and resulting plan of action. A comprehensive research phase was the first step. Ackermann gathered input from community stakeholders, benchmarked successful adventure tourism areas across the United States, and developed a database of demographic and psychographic information regarding the outdoor/adventure tourist.

Informed by the research findings, Ackermann created a comprehensive strategic plan that included: a structure for operating an outdoor/adventure tourism organization; a brand strategy and platform; a multi-media marketing plan; a plan for resource development to fund the tourism initiative; a communications plan to create awareness and build community support; and measurement and evaluation recommendations.

## IMPACT

The implementation of the strategic plan generated outstanding results. Ackermann helped Legacy Parks create the Outdoor Knoxville Adventure Center as a focal point of the initiative as well as "Outdoor Knoxvillefest," which offered three days of urban adventure and is attracting outdoor enthusiasts from across the country. CheckPoint Tracker, the nation's largest adventure racing series, selected Knoxville to host its 2013 National Championships. Through Legacy Parks' efforts, the State of Tennessee has designated an area of the Urban Wilderness as the state's 56th and only "Birding State Park." Exemplifying the community's support is the fact that citizens have stepped forward to donate family-owned land to expand the 1,000+ acre Urban Wilderness.







## ISSUE

In the fall of 2015, brew pub Balter Beerworks began finalizing construction on its building and was preparing to officially open for business in the spring of 2016. Ackermann was chosen as the agency to promote the new brand and create buzz around the exciting new venture in Knoxville, Tennessee.



## IDEA

Ackermann quickly leveraged both its media relations expertise and relationships with local contacts to spark media buzz around the quickly-approaching grand opening events.

In conjunction with formulating a media relations plan, Ackermann was also able to facilitate a charitable giving aspect to the brand by aligning with local non-profit, Legacy Parks Foundation. The partnership aided in ongoing media coverage and helped raise community relations in the downtown area.

The results were immediate. Local media picked up the story and ran with it, highlighting progress on the finalization of the building, leading up to the grand opening events.

Ackermann also helped coordinate the grand opening events, which saw to-capacity crowds in addition to local media pickup.

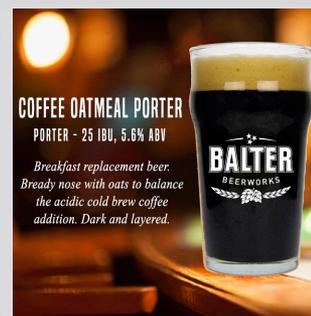


## IMPACT

The grand opening coverage helped catapult Balter Beerworks into the limelight in an already crowded downtown restaurant market.

Through Ackermann's strategic media relations plan, Balter Beerworks was able to earn media coverage and create buzz around its grand opening, leading to large crowds attending its events and residual business following these events.

Balter Beerworks also achieved 825,000 media impressions and social media growth of 200%.





  
**TITANIC**  
— WORLD'S LARGEST MUSEUM ATTRACTION —



## ISSUE

The Titanic Museum Attraction hired Ackermann to manage all aspects of public relations for its grand opening and launch. We were tasked with creating a message consistent with the museum's philosophy of "honoring and respecting those who were on board the Titanic by keeping their stories alive" while building buzz, excitement and enthusiasm to ultimately drive visitors to the attraction – one unlike any other in the Great Smoky Mountains area.



## IDEA

Ackermann immediately identified three key audiences for the museum: tourists to the Smoky Mountains; RMS Titanic enthusiasts; those who were wildly enthusiastic about James Cameron's worldwide hit movie *Titanic*.

While the museum was still a construction site, Ackermann conducted hard-hat media tours with key journalists who catered to our primary market segments. Those visits included television crews, magazine writers and newspaper journalists who covered subjects including travel and tourism, entertainment, education, archeology, history, parenting, and major general consumer publications.

We coordinated and managed all aspects of a four-day grand opening celebration, unlike anything the region had ever experienced. Regis Philbin hosted the grand opening ceremony, which was covered by nearly 50 news organizations across the region. Each night culminated with a concert and a \$75,000 fireworks display that literally stopped traffic on the Pigeon Forge Parkway. The most-watched local news organization in East Tennessee dedicated six hours of primetime television programming to an hour-long Titanic special they produced about the museum followed by John Joslyn's two-hour documentary about the RMS Titanic.

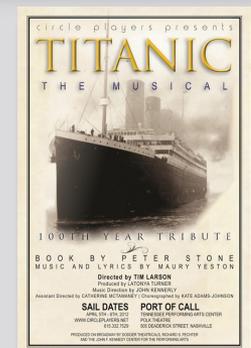


## IMPACT

The grand opening was attended by 20,000 people. Local print and television coverage stretched from Asheville, NC to Baton Rouge, LA and included all major Tennessee, North Carolina, Georgia, Kentucky and South Carolina cities. Nationally, the grand opening was covered in *USA Today*, *ABC News*, *Live with Regis and Kelly*, and the *Travel Channel*.

Since the grand opening, television crews from all over the Southeast have visited the museum, along with national network morning shows, *Channel Four* (a national television network in the U.K.), *Southern Living Magazine*, *National Geographic Television*, *Travel + Leisure Magazine*, and two additional visits from the *Travel Channel*.

The Titanic Museum Attraction has averaged 100,000 visitors per month since its April 8, 2010 grand opening.





**SIEMENS**

## ISSUE

For more than 150 years, Siemens has been well known throughout Europe and around the world for high-quality and finely engineered telecommunications products. Siemens ranked second in the world for telecommunication products, having shipped some 20 million telephones to more than 50 countries. The company was set to introduce its Gigaset™ product in the United States and enlisted the help of Ackermann to make the announcement.

## IDEA

Faced with the fact that limited advertising dollars were available and the product offered distinct competitive features and advantages, Ackermann made a strategic recommendation to utilize a media/editor product evaluation program as the core of the overall effort. We targeted telecommunications, consumer electronics, SOHO business magazines, major newspapers, online magazine and broadcast editors and reporters throughout the United States.

The planning phase was abbreviated, as the client retained Ackermann after an unsuccessful start with another agency. Therefore, the actual planning to execution was less than 30 days. The aggressive placement of product samples for editor/reporter evaluations kicked off the program, generating editorial placements in the first few weeks of implementation.

The second strategy was the implementation of a very proactive news bureau, widely targeted to a broad group of print, broadcast and online media. The program featured ongoing news production and distribution, supported by a dedicated media website. Other features of the program were online press kits, web-accessible messages, programming and video materials, and a two-way media communications component.

## IMPACT

Over a 12-month period, the program resulted in 134 actual placements in 94 different publications including *BusinessWeek*, *Forbes*, *Fortune*, *The Wall Street Journal*, *Fast Company*, *PC Computing*, *PC World*, *The Washington Post* and *The New York Times*. The news bureau garnered 37 online magazine articles, 26 radio talk show appearances and audio news releases picked up by 209 radio stations. Ackermann also produced and distributed a NAPS article that appeared in 416 newspapers in 23 states.

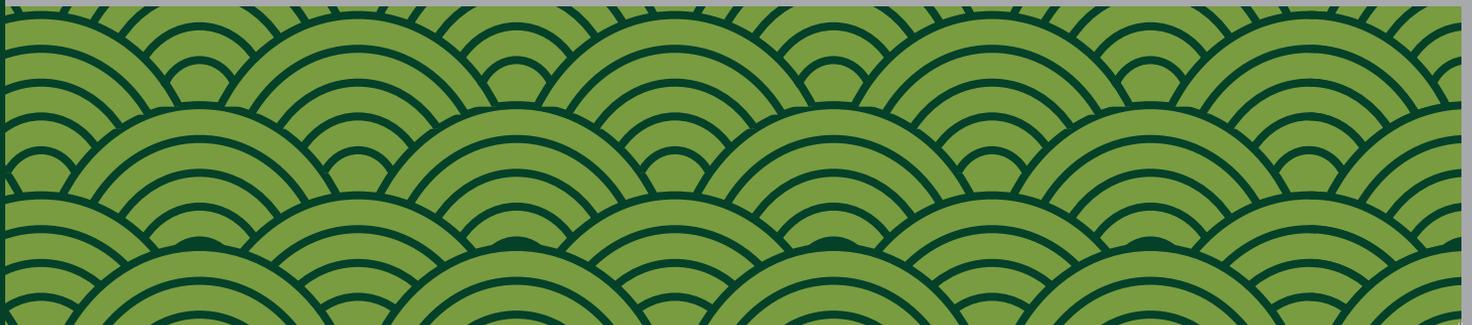




## LHP Capital

LHP Capital provides capital, underwriting, operational support, and asset management services to its operating companies, LHP Development and LHP Management.

*Dedicated to Excellence*



## ISSUE

Since 1975, a division of Lawler Wood has been a pioneer in the development of affordable housing complexes, completing more than 3,000 apartment units between 1976 and 1981. Since the late 1990s, the company specialized in the acquisition and rehabilitation of older residential complexes. Since 1998, Lawler Wood has developed more than 10,000 apartment units in 76 properties. Lawler Wood reached out to Ackermann to develop a new name for the growing company including a new brand identity. Ackermann was asked to help the organization bring the new brand to life in meaningful way.

## IDEA

Ackermann developed a completely new brand identity to reflect the growing aspects of the newly named LHP. To accompany this new design, we implemented a media relations launch plan in addition to targeted advertising placements. To reinforce the significant efforts of LHP to support the community, Ackermann developed a community relations sponsorship strategy that aligned LHP with organizations in the local community with shared values.

## IMPACT

More than launching a new brand, Ackermann helped LHP provide a clear position in the broader residential property market. LHP now provides capital, underwriting, operational support, and asset management services to its multiple operating companies. The new company unveiled its distinct brand positioning through a marketing mix of advertising and community partnerships.





**ORNL  
FEDERAL  
CREDIT UNION**



**GO AHEAD.  
LIVE A LOT.**

## ISSUE

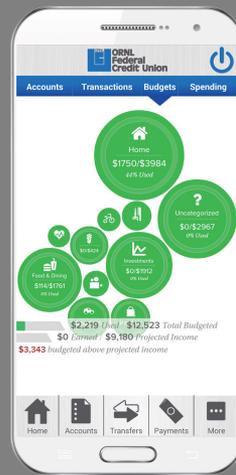
ORNL Federal Credit Union (ORNL FCU) is the third largest credit union in the state of Tennessee. Dating back to 1948, this community pillar springs from the Oak Ridge National Laboratory, which developed an atomic bomb that would end World War II. With innovation as the roots of its beginnings, ORNL FCU sought new ways to provide exceptional value to its credit union members. As part of this pursuit, ORNL FCU set out to develop a strategic plan that would help the credit union stand apart from other financial institutions in the area known as Innovation Valley. Ackermann was engaged to help chart this new course and provide executive marketing strategy that would impact every part of the organization, including member service, community relations, branding, executive recruitment, and advertising.

## IDEA

In partnership with ORNL FCU, Ackermann helped craft a strategic marketing vision that would unfold in coordinated programs across three years. ORNL FCU would take a leadership role in the East Tennessee community in the areas of financial literacy and credit union advocacy. The credit union would also implement a new brand. In addition, ORNL FCU would increase its legislative advocacy on behalf of all Tennessee credit unions to help reinforce the long-term sustainability of the credit union institution. Ackermann was also a key leader in helping the credit union develop a community relations strategy to help communicate the organization's efforts to support the local community. Other elements of the plan included employee communications, teambuilding programs, and a Cash Mob program targeted at local small businesses.

## IMPACT

Over the next three years, ORNL FCU would unveil a new brand, develop innovative service products (e.g. mobile app, interactive teller machine, etc.), and communicate its community impact in a powerful way. After in-depth research with employees, members, and executive staff, Ackermann supported ORNL FCU in the development of a new brand position and helped shape the subsequent advertising campaign to bring the new brand to life. Employees became brand ambassadors at a brand launch celebration at Knoxville's famous World's Fair Park Amphitheater. The credit union was also able to implement a community relations strategy based on four distinct community pillars: Financial Literacy, Innovation Advancement, Environmental Stewardship, and Community Improvement. The credit union's commitment to community organizations aligned with these pillars and would be exemplified by over \$100,000 in financial support and hundreds of hours of employee volunteerism. ORNL FCU also developed a local advertising campaign in collaboration with other area credit unions to promote the importance of credit unions to the East Tennessee community. ORNL FCU has since continued these efforts as part of its dream to be the best financial partner for its members by delivering unparalleled, enhanced member value.



**POPCORN  
SUTTON**  
TM



## ISSUE

Popcorn Sutton wanted to build a loyal following for an old legend, but with a new product. With a new brand and a unique story, it was important to reach out to old and new consumers in order to remind them of Popcorn Sutton, the man. Ackermann was chosen to transform the appreciation of the man into a brand: Popcorn Sutton Small Batch Recipe.

## IDEA

Ackermann decided to bring Popcorn Sutton back to life through social media. By using Popcorn Sutton's character and voice in every post, it created a loyal fan base that brought both him and the brand back to life. Beginning in April 2015 through October 2015, a social media campaign was launched via Facebook, Twitter, and Instagram. This included posting and sharing recipes, testimonials, and promoting events.

Tasks for social media management included monitoring the pages of each brand, posting throughout the week, responding to audience questions and comments in a timely and consistent manner, and maximizing interaction (likes, shares, retweets, etc.). Key components were consistency in brand persona, utilization of hashtags, and continuing analysis and adjustment of post response data and timing.

## IMPACT

After the campaign, Popcorn Sutton saw more than a 100% increase in social media experience and created a cult following. Engagement increased dramatically during the seven-month campaign due to the voice established by the social media presence of Popcorn Sutton.





 **Hoffmann Group**®

## ISSUE

Hoffmann Group, headquartered in Munich, Germany, is Europe's leading system partner for quality tools. Hoffmann Group combines trading competence with leadership in both manufacturing and service. The company offers 62,000 quality tools from 500 of the world's leading manufacturers including GARANT, Hoffmann Group's own premium brand. In 2016, Hoffmann Group entered the American market with the launch of Hoffmann Group USA, located in Knoxville, Tennessee. When faced with the task of setting a foothold in the American market, Hoffmann Group USA hired Ackermann.

Working with the Hoffmann Group USA marketing team, Ackermann was challenged with launching the company into automotive and aerospace manufacturing markets.

## IDEA

We started by reaching out to key online publications, increasing their online impressions to 1.2 million among their target audience. To keep customer engagement, we began a monthly newsletter. This newsletter reaches 2,000 industry contacts. Hoffmann Group USA values their customers, and stressed the importance of this to us. In return, we decided to mix old school with new school. We launched a direct mail campaign with their tool brand GARANT. We then used these graphics to create a digital ad campaign that launched in 32 cities. The cohesive theme stressed the power of nature within the #Hoffmannbetter campaign.

## IMPACT

As a result, Hoffmann Group USA has grown 61%, media impressions reached 2.1 million, newsletter average open rates hit 20%, website traffic increased 98%, all of which led to 310 new business prospects. We were recognized for our work this past year, winning the 2017 MarCom Platinum Award and a Hermes Creative Platinum Award in 2018 for our integrated marketing campaign.



 Hoffmann Group

Over 80,000 Tools in Stock



## ACKERMANN MARKETING & PR

*smart strategy, creative thinking*

Strategic Planning	Public Relations
Product Marketing	Brand Identity
Digital Strategies	Advertising