

PHILADELPHIA GEAR

Case History



Brochure cover

Situation: Philadelphia Gear, a 100 year-old gear manufacturer, made a strategic decision to change their business model from a custom manufacturer of large specialty gears to a gear service and parts provider.

Objective: Reposition the brand and develop the internal and external communications tools.

Strategy: Reposition the brand as the “first national gear service provider” with a regional service center in six different regions around the US. Since customers were reluctant to ship their large gears more than one day’s transport away this was very important.



Sell sheet series

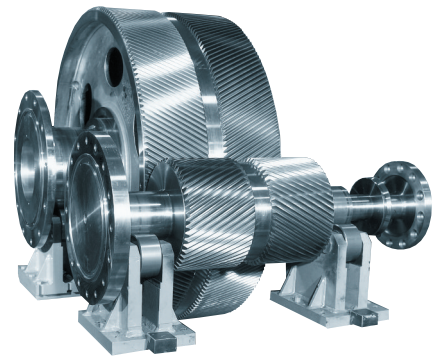
The closing of the main manufacturing plant in King of Prussia, PA was handled through a multi-faceted PR program that effectively targeted employees, the media, and customers in separate but coordinated efforts that centered on the repositioning of the brand.

Outcome: The company reversed its negative revenue trend and today is the leading service provider in the gear industry.



Trade ad

Corporate logo and tagline



hunter
SMART THINKING

Hunter is a brand strategy and communications firm that helps companies build their businesses through the power of a strong brand. For more information, please visit our website at www.rjhunter.com or contact John Willis at john@rjhunter.com or 877.363.0606 x801.