



Marketing. Inside Out.

CASE STUDY 002

Re-Establishing a Market Leader



Provisur Technologies with a family of proven brands, offers a complete platform for food processing equipment, for processing beef, poultry, pork, fish, and other food products.





The Challenge.

- Increased competition in the food equipment processing space was taking market share
- Customers and prospects did not know the depth of Formax product offerings
- The buying influencers perception was that the brand was not innovative even though they were the industry leader





The Solution.

- Developed a user-friendly interactive tool that shows the depth of Formax product offerings
- Re-position the Formax brand as the technology leader with a brand refresh
- Created an integrated communications campaign with multiple touch points to broadcast Formax as the leader in industry innovation





Banner advertising and response mailer drive traffic to interactive microsite.



FORMAX FORMING

The pressure is on to drive line efficiencies and increase your bottom line, while maintaining the stringent product quality standards that your customers demand. Success depends on your ability to find high-quality forming solutions.

That's why we created the **Formax® Configurator**—an intelligent, easy-to-use interactive tool that will help you determine which of our vast forming equipment solutions will optimize your line performance and deliver the lowest cost of ownership.

Go to **formaxconfigurator.com**, or scan the QR code below to find vast solutions that will advance your line's performance.

Backed by the power of Provisur. Helping you focus your efforts on your business with complete confidence in the technology behind you.

Scan it. Click it. Find it.

PROVISUR TECHNOLOGIES
Integrating Systems Grinding & Mixing Separating Forming Coating Coating Pressing Slicing Autolubing

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formaxconfigurator.com

FORMAX FORMING

Formax® Configurator


Find the best machine to meet your needs.

One click. Many solutions. That's ingenuity.





Email marketing campaign builds brand awareness and generates new opportunities.



Formax® Configurator
Find the best machine to meet your needs.

A winning formula. That's ingenuity.

You need a quick, easy way to find the right high-quality forming solutions to exactly match your product, application, capacity, and processing needs.

Meet the **Formax® Configurator**, an intelligent, easy-to-use interactive tool that will help you determine which of our vast forming solutions will optimize your line performance and deliver the lowest cost of ownership.

Visit formaxconfigurator.com – formulating the right equipment is just a few clicks away.

Backed by the power of Provisur. Helping you focus your efforts on your business with complete confidence in the technology behind you.

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TECHNOLOGIES

FORMAX FORMING

AMC2® Beehive® Cashin® Formax® multitec® TST® Weiler®



One click. Many solutions. That's ingenuity.

The pressure is on to drive line efficiency while maintaining the stringent production demands. Success depends on your skill. That's why we created the **Formax® Configurator** in providing you the exact solution choices every time.

Visit formaxconfigurator.com – your line's performance is just one click away.

Backed by the power of Provisur. Helping you focus your efforts on your business with complete confidence in the technology behind you.

PROVISUR
TECHNOLOGIES

AMC2® Beehive® Cashin® Formax® multitec®



An easy solution to a complex decision. That's ingenuity.

The knowledge you'll gain from our new **Formax® Configurator** tool will make your equipment decisions easier, yet informed.

The **Formax Configurator** is an intelligent, easy-to-use interactive tool that presents the right equipment solution to optimize your line performance and deliver the lowest cost of ownership.


Visit formaxconfigurator.com – in just a few clicks, we'll turn your complex needs into a simple solution.

Backed by the power of Provisur. Helping you focus your efforts on your business with complete confidence in the technology behind you.

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FORMAX FORMING

AMC2® Beehive® Cashin® Formax® multitec® TST® Weiler®



Performance at your fingertips. That's ingenuity.

Formax® Forming has equipment for every application, and now we've made it even easier to get the machine that will increase yields, ensure food safety, and give you the lowest cost of ownership.

Meet the **Formax Configurator**, an intelligent, easy-to-use interactive tool that will help you determine which of our vast forming solutions matches your product, application, capacity, and processing needs.

Visit formaxconfigurator.com – where the tools to maximize performance are right at your fingertips.

Backed by the power of Provisur. Helping you focus your efforts on your business with complete confidence in the technology behind you.

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Campaign drives recipients to the interactive microsite that highlights the features and benefits of various machines.



Interactive functionality: Site visitors select the production parameters for their specific application needs. The equipment that best matches the designated requirements is showcased.





The Results.

- 42.3% digital campaign click through rate
- Generated awareness and collaboration with prospects and customers alike
- Increased market share and sales during the 12-month campaign





Why JMG?

- A dedicated team
- Strategic insight
- Timely execution
- Big ideas
- Integrated campaigns
- Brand support
- Compelling creative
- Measurable results



THANK YOU.

Let's talk about inspiring
your brands today.

Paul Johnson
CEO | Brand Strategist

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