

scs case study: building brand awareness
www.siebenthalercreative.com



client: techmount

OBJECTIVE: increase product turn, dealer signup

SOLUTION: design POP floor display

A point-of-purchase freestanding floor display was designed to communicate product advantages, streamline order fulfillment and improve dealer ordering ratio.

The display features a 4-part setup consisting of a stand, 2 six-unit shippers, and a customizeable header.

The counter shippers double as a stand-alone counter display when used individually.



OBJECTIVE: improve cross application awareness

SOLUTION: partner with aftermarket manufacturer

Warn Winch is a major aftermarket supplier in both the powersports and automotive markets.

In conjunction with *Motorcycle Product News*, Warn builds an invitation only atv/utv Special Projects Vehicle to showcase their new product line, incorporating content from related aftermarket suppliers. The vehicle premieres at the Dealernews Dealer Expo before touring the country.

We enabled Warn to feature the Techmount mounting solution and facilitated product placement by TomTom, a major supplier of GPS instrumentation.

Say Hello To Our Little Friends



Safely Secures Personal Technology
GPS, radar, transponders, cell phones, mp3s, cameras, camcorders and more

For Powersports, Marine and Aviation

Quick Release for Cradles and Devices

Non-marring — Will Not Damage Chrome

Wide Choice of Colors Plus Chrome, Camo

Precision Billet Construction from T6 6061

12 Month Warranty Against Defects

Tested Tough On and Off The Track



ClampMount style shown

authorized dealer www.techmounts.com
handcrafted in America 866.341.4192

OBJECTIVE: enhance POS sell through

SOLUTION: design dealer POP counter mat

We designed an industry first counter mat brand identification solution that utilizes a low-tack, repositionable adhesive combined with a corrugated Lexan laminate to deliver the client's message.

The heavy duty durable construction is a metaphor for the client's product and will withstand months of abuse on dealer's parts and checkout counters.

The visual provides a mounting solution for the top two providers of powersports specific GPS.

actual size: 7¼" x 8 ½"



OBJECTIVE: increase booth traffic, credibility, awareness

SOLUTION: recruit top offroad personalities for booth presence

Scot Harden's KTM Adventure Tours is the premium off-road riding adventure and school in North America.

Mr. Harden is considered one of the top ten all time best riders in the world. He was joined in the booth by Chris Blais, 2007 Dakar #3 finisher, and Mike Lafferty, multiple AMA enduro champion.

Mr. Blais and Mr. Lafferty are professional KTM factory riders competing in the off-road and enduro circuits.

(l-to-r) Harden, Blais, Lafferty, Siebenthaler

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