

OBJECTIVE: leverage major exhibitor's trade show cover story
SOLUTION: produce client individualized reprint

Warn Winch has for the past few years commissioned a one-off ATV/SXS/UTV that highlights new additions from the Warn catalog combined with other manufacturers complimentary hard parts.

We were able to arrange for our client's unique accessory mount to be featured as part of the invitation only project, and we were also able to arrange for Tom-Tom to supply the GPS that was used with the device as part of the build.

We duplicated (2) the MPN cover (1) and inside spread as a resource guide and utilized the back cover as a mini-catalog. A cover snipe individualized the four-page brochure without losing the editorial connection to the original publication distributed at the show.

After the Dealer Expo introduction the vehicle was featured in numerous consumer publications (3).

OBJECTIVE: editorial placement for client products
SOLUTION: targeted public relations efforts

Metric, V-Twin and brand loyalty publications cover various aspects of the powersports marketplace.

The publications at left demonstrate the wide range of special interests defining that audience.

Cycle World reaches a base of 200M readers, and in this issue our client received a 1/3 page sidebar mention.

For Honda's Red Rider owners only magazine, the base is in excess of 600,000 readers. We were able to place the client's product in successive features that covered Big Red's on and off road two-wheelers and atv line.

Other publications, like Bike Works, are niche oriented, yet important nonetheless. This particular example contained a three-page client product how-to.

