



## *The MIP: Information in Action*

### Success Story #3: Clinical Gel Electrophoresis Analytical Software

A software firm had made a respectable transition from desktop publishing to scientific imaging, but was concerned about its corporate identity as well as several upcoming new product launches. We were called in to help with the transition as well as the roll-outs. In the process The MIP\*:

- identified and implemented a new corporate positioning strategy,
- found a better fit for graphic art support (fired expensive agency and hired local graphic artist who understood product better, and responded in better time frame),
- wrote and contributed to technical specifications,
- developed collateral (brochure, inserts, templates for pre-show mailers and ads, ads for new products, protocols for European and Asian collateral, boxes, etc.),
- created a new show presence (new booth design),
- generated an ongoing, updatable calendar of marketing and launch activities and corresponding budgets,
- initiated and implemented the product launch for this product (launch schedules, in-house and external press releases, technical sheets, and related technical articles etc.) as well as for two related products.

**Consulting time: 2 weeks per month for 6 months.**

**Outcome:**

Much to the credit and hard work of the client's staff: 100% growth in Y1 after initiation of the new corporate identity; 60%/year sustained growth in Y2 - Y4 after launch.

**ROI:**

Conservative estimate: 25x investment within 12 months.

**To learn more about how the MIP can help your business compete more successfully,  
visit [MIP-InfoInAction.com](http://MIP-InfoInAction.com)  
or call (972)924-5310 today**

\*This work was conducted under MME, The MIP's original umbrella company.