

# International Metrology Systems Software for a New Millennium

**GOAL:** International Metrology Systems, a coordinated measuring machine and software producer, came to LeDuc Creative Co. in 1998 seeking a more polished presence to highlight its software brochures.

**OUR APPROACH:** In addition to redesigning the corporate brochures, LeDuc Creative set to work creating new product logos and managing IMS's public relations campaigns. This included establishing a stronger brand presence as well as identifying new media prospects and issuing monthly press releases to targeted publications.

**RESULTS:** IMS has been creating excitement in the conservative metrology industry with its cutting-edge products. Its sales volume remains high in the company and the growth has been impressive given the relatively small size. Our advertisements, booth designs, and PR campaigns have been well received, and have generated a substantial number of qualified leads, inquiries, and sales.



LeDuc  Creative co.  
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