

Yates Industries

Becoming A North American Favorite

GOAL: Yates is a respected manufacturer of new and reconditioned hydraulic and pneumatic cylinders for all of North America. Their goal was to increase their distributor list in North America as well as exercise additional influence in both Mexico and Canada.

OUR APPROACH: Mixing a multi-media approach in multiple global publications, LeDuc Creative Co. drove home a message of performance, experience and emergency service. It was an effective way to meet the demands of a competitive industry and maximize any increases in market share.

The content of these marketing materials contained a wide variety of new manufactured cylinder products and a secondary focus on repair of all manufactured cylinder products. The Catalog, Line Card and Website were the main delivery tools for this platform, allowing viewers of the ads and PR a method for connecting with the company and purchasing products.

RESULTS: Yates reconditioned cylinder division increased sales dramatically as more customers were reintroduced to this aspect of Yates in an atmosphere of economic belt tightening. Educating distributors to become more cognizant of applications that could utilize Yates' cylinders also helped Yates make in-roads into a wider variety of manufacturing areas. Advertising in key Canadian trade journals also saw Canadian sales jump from increased exposure.



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