

Cover me.

Dermer Manufacturing has gained a high level of visibility and brand awareness among key target audiences through ongoing public relations efforts.

Company | Dermer Manufacturing

Challenge
Maintain ongoing visibility among key target audiences through public relations efforts in trade publications.

Solution
We initiated an ongoing media relations program that keeps Dermer Manufacturing top of mind among its target audience members. Taking a proactive approach, building relationships with key editors and understanding what the editors want, we continuously secure various placements throughout the year; including prime spots such as magazine covers.

Results
We have successfully secured several magazine cover stories, including Motion System Design (MSD), which resulted in great brand awareness for Dermer. Reprints were also used as a sales tool.



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