

LIPPI & CO.
advertising

**2010 ADVERTISING CASE STUDY:
AJAX ROLLED RING AND MACHINE**



Established in 1980 and located in York, SC is a custom manufacturer of seamless rolled rings. AJAX employed Lippi & Co. to refresh its brand, update existing collateral and support AJAX's marketing and advertising efforts.



Company Research

On behalf of AJAX, Lippi & Co. conducted a customer survey to aid in AJAX's marketing efforts. This report provided data about customer perceptions as well as perceptions of their competitors. With this information, Lippi & Co. and AJAX were able to identify perceived strengths and weaknesses. This data served to aid in marketing initiatives to increase AJAX's customer base.



BEFORE



AFTER

Logo & Tagline

Lippi & Co. updated the AJAX logo, giving it a more contemporary, engineered look – first addressing the font to make it more stylized, then enhancing the colors, giving the logo a more vibrant visibility.

Lippi & Co. also created a tagline to reflect the mission of AJAX, which encompasses both its inner and outer relationships.



Tradeshow Display

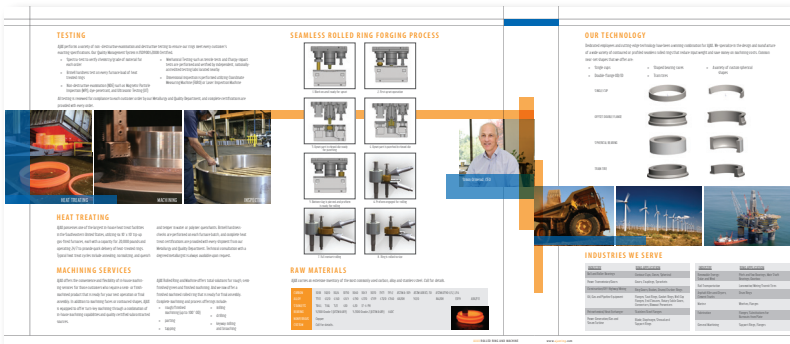
For better presentations at tradeshows, Lippi & Co. created for AJAX a table top display that highlighted not only the newly designed AJAX logo and tagline, but also outlines AJAX's core competencies.



BEFORE

Brochure

To assist the AJAX sales team in their efforts to promote AJAX's products, services and technology, Lippi & Co. produced a 6-page brochure to use both as a sales tool and collateral piece.



AFTER



BEFORE



Advertising

AJAX's advertising initiative is mainly through trade publications. Lippi & Co. created ads for AJAX that were eye-catching, informative and maintained brand equity. These ads were placed in strategic trade publications for maximum exposure.



AFTER

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