



## ***Mini Case Study***

### ***Pipeline/Unit Station Control and Intelligent Production Fields Developed Exclusively for Siemens***

This is an explanation about what we did and why relative to the creation of several brochures and collateral sales pieces for Siemens.

Our primary role was to provide marketing advice in addition to writing expertise in order to produce informative, interesting and easy to understand sales/product brochures of technical applications.

In working with the Siemens marketing people in Houston, our mission was to deliver comprehensive brochures that would assist the sales effort by appealing to both the engineer and senior management. The collateral had to address both technical issues and concerns while still conveying the economic benefits.

Separate Sales Briefs were also developed to give an "at a glance" perspective of what Siemens can do about solving certain engineering challenges. These were designed mostly for internal use.

Two brochure examples are showcased here.

#### ***Feedback from Siemens on our involvement in this project:***

Ideas and More added great value in defining the overall concept, developing the marketing template, holding us consistent throughout the process and editing the "engineer speak". For technically challenging papers, it is difficult to find someone that can grasp the technical aspects and deliver marketing results. Ideas and More was a great partner and made our efforts very enjoyable. -- Gene Cammack