



Onset Marketing: Case Study

Marketing Strategy & Diversification

A.B. Myr Industries designs and manufactures industrial paint finishing systems. For most of its 80-year history, ABMyr relied on Big Three automotive sales exclusively. Then business turned drastically downward. In just a year and a half, the automotive market slowed and stable long term accounts were slashed. Co-owner Richard Marshke says, "All of the carmakers started bringing in foreign suppliers."

In response, A.B. Myr hired Onset Marketing, a professional marketing services firm, to help them diversify into non-automotive markets.

Onset Marketing launched a structured pro-active marketing program to penetrate new markets.

The strategy has been extremely successful. Annual new market sales have doubled for each of the past three years and the new number of clients has tripled. Marketing diversification has been the key to A.B. Myr's success. "If we depended on auto, we'd be out of business," Marshke said.

The Turn-Around Plan

Together A.B. Myr and Onset Marketing switched the company's client base from 100 percent automotive to 60 percent non-automotive. ABMyr now serves a variety of industries including agriculture, industrial, machinery and heavy truck.

Rick Aquino, ABMyr Vice-President Sales, says "Onset Marketing took us from a reactive to a pro-active sales methodology. This provided us strong market positioning and brought a whole new set of customer opportunities to our doorstep."

Onset's marketing program consists of a 3-step approach:

- **Strategic Marketing Plan and Roadmap**
- **Establishing a solid marketing infrastructure and sales tools**
- **Implementing on-going branding and sales lead generation**

"Onset Marketing helped us strengthen our technology branding and develop some very effective sales materials and tools," Aquino said. "This really helps leverage our products and compete with larger companies."



A.B. Myr Industries, Inc.

