

High-tech products? Regulated industry? 5MetaCom may be right for you



Our name may end in “com,” but we’re definitely not one of those trendy ad agencies left over from the “dot com” era. 5MetaCom is a full-service marketing communications firm devoted exclusively to technical and scientific products. We understand technical and highly-regulated industries. We are committed to this type of work. We like it, and we’re good at it. Below is a quick snapshot of our services to help you understand just who we are.

Marketplace action

At 5MetaCom, we’re in the business of changing people’s minds. We change minds using communication strategies, messages, creative expression and tactical delivery. We believe clients don’t just want brochures, ads and email blasts. They want marketplace action. More sales, more share, more growth. Here is a sampling of what we can help your company achieve in the marketplace:

- Launch new products
- Reposition existing products for a changing marketplace
- Segment product categories to gain leadership positions
- Maximize effectiveness of sales and marketing tools through sales force training and instruction
- Increase brand awareness (and prevent commodity perception) by creating or repositioning a brand identity
- Combat generics through positioning and branding
- Define and communicate benefits vs. features

Services

The marketplace action you want often dictates the services you need. To that end, we offer a full range of marketing services with your technical and scientific needs in mind:

- Strategic planning to deliver marketplace action
- Brand development and consulting
- Message development
- Qualitative and quantitative research
- Promotion and campaign development
- Product and service naming
- Media analysis, planning and buying
- Website analytics and tracking
- Tactical delivery planning
- Creative services (copywriting, graphic design, web content)
- Quality control (including fact checking, footnote auditing and proofreading)
- Materials production and vendor management
- Project oversight and organization
- Internal and external archiving

Now that you have a general sense of our services, turn the page to discover what marketing tools we use to help get your message out to the right audience.

5MetaCom facts

- Indiana's largest marketing communications firm for technical and scientific products
- Serves clients in areas as diverse as animal health, surface coatings, orthopedics, insurance, healthcare diagnostics and building materials
- CEO Chris Wirthwein authored "Brand Busters: 7 Common Mistakes Marketers Make," which was published in 2008 by Paramount Market Publishing, Inc.
- About 40% of 5MetaCom's work is for markets outside the United States
- Proprietary processes and procedures help ensure projects meet rigorous quality control standards while staying on time and on budget
- Continuously operating since it was founded in 1977
- Centrally located in Carmel, Ind., near Indianapolis

Tactics

Tactics are the tools we use to penetrate the marketplace. They can help convey your message and get your target audience to take action. Here is a sampling of the types of marketing tactics we can help you with:

Informational materials

- Brochures (general and technical)
- Newsletters (electronic and print)
- Posters
- Sell sheets/detailers
- PowerPoint® presentations
- Sales reference guides
- Competitive guides

Advertising

- Print
- Television/video
- Web banners/display ads
- Radio
- Billboard
- Paid search
- Advertorials

Online media

- Website design and optimization
- Website content development
- Search-engine optimization
- Adobe Flash® animation
- Landing pages

Public relations

- News releases
- Feature articles

Direct communication

- Email list development
- Email blasting and list management
- Direct mail (print)

Technical articles

- White papers
- Case studies
- FAQs

Trade shows

- Theme concepting
- Booth graphic design
- Pre-mailers/invitations
- Giveaways
- Room drops
- Signage

Point of purchase

- Packaging
- Retail displays

Training materials

- Product launch binder/materials
- Educational materials (internal and external)
- Videos/DVDs
- Workbooks
- Demo kits

Miscellaneous

- Survey development
- 3-D renderings and illustrations
- Brand guideline instructions

Hopefully the information detailed here has been helpful in determining whether 5MetaCom is a good fit for you and your company. We'll be the first to admit we're not right for everyone. But if it looks like our offerings align well with your needs, please contact us for a detailed approach on how 5MetaCom would help your company accomplish its goals.

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