

Eger Products

The Challenge:

To build Eger Products' electrical insulated bus boot business and strategically communicate their brand story with the goal of measurably increasing sales.

The Solution:

Holland helped identify Eger Products' unique selling propositions of Unmatched Capabilities, Quality Commitment, and Superior Delivery while strategically communicating their brand story.

- Developed the brand story and strategically communicated this to potential clients
- Updated website to communicate the new brand story
- Created customized videos to 7 large targeted accounts
- Presentations to 2 of the 7 accounts captured new business resulting in over \$700,000 in revenues

The Results:

Eger achieved over \$700,000 in revenues from 2 of the 7 accounts they targeted by using videos created by Holland.

