cts-inc.net

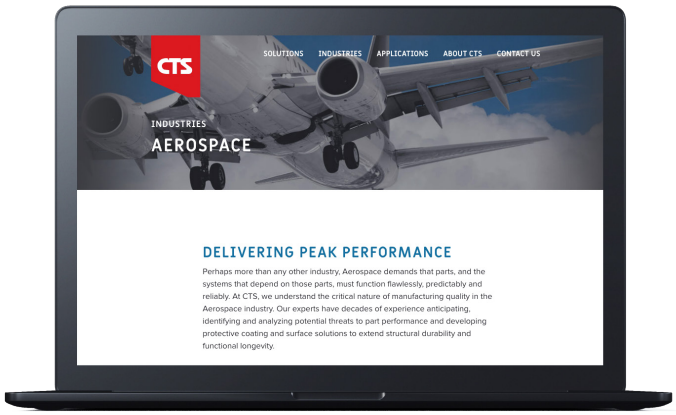
CHALLENGE

Cincinnati Thermal Spray came to us with an overly technical website and a brand that did not reflect their expertise. Even though they were positioned to be a national player in their industry, the CTS team struggled with making their presence known. After a thorough brand assessment, our team delivered a beautiful, modern website, informative videos, targeted digital marketing and a number of other projects that showcased CTS's expertise and innovation.

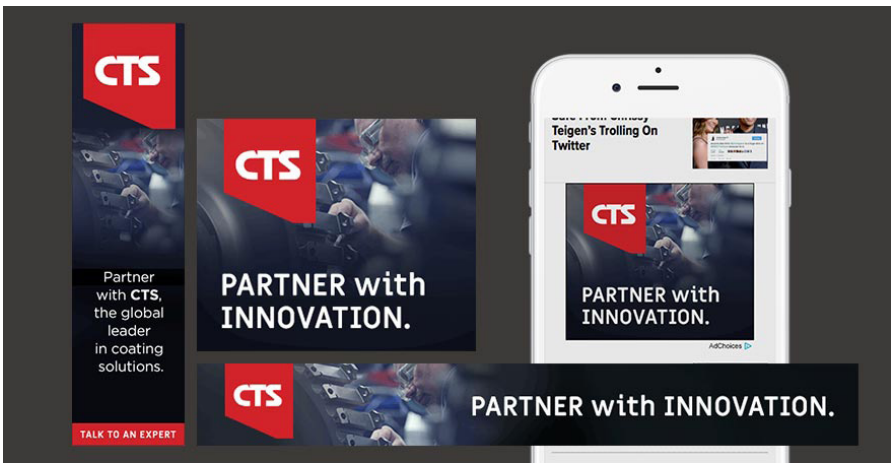
TACTICS

- Custom Web Development
- Email
- Brand Development
- Events
- Brand Strategy
- Photography
- Print Collateral
- Videography

SOLUTION



RESULTS

Tayloe/Gray developed a robust tactical plan to position CTS as a distinct, authoritative voice within the highly competitive coating industry. We launched an exciting new brand, a total website redesign, brand video, and a pay-per-click ad campaign. These efforts served to raise brand awareness, educate partners, generate leads, and create advocates for CTS.

APPLIED INNOVATION