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R.E. May – the Evolution Continues

On-line Marketing Support Systems Powered by HyperPublishing from GLUON

What do you do when, after 70 years, your company provides services that your customers can do themselves – just as well and cheaper? Close up shop?

Most of R.E. May's competitors did just that. R.E. May did not!

In the mid-70s as a color trade service bureau, R.E. May had to contend with the introduction of desktop publishing. New technology closed some doors and opened others; R.E. May evolved.

The evolution became revolution in 1992. R.E. May once again led the way in the prepress industry by publishing catalogs of low-res images of client photography archives on the Internet. This quickly evolved to hi-res imagery, logos and artwork, and other multi-media, and ultimately to complete print projects.

With the launch of self-serve Web portals in 2006, R.E. May harnessed the power of the Internet to host all of a client's marketing assets on a secure site for access by the client's channel partners. As a result, clients save critical time and cost in the production and distribution of advertising and marketing materials.

The Problem

Evolution and, particularly, revolution is driven by vision. John Pangrace, Vice President of R.E. May, knew early on that once his company began to offer digital asset management the next step would be to offer a full range of online services. Ten years later it became possible.

When a large client asked for online services, John started to research solutions. Would it be an off-the-shelf application or a do-it-yourself project? Build or buy? "The cost of the off-the-shelf application we looked at was really, really expensive and we just weren't comfortable with the proprietary nature of the solution," said Pangrace.

On the other hand, building a solution with Quark XPress Server required that R.E. May develop its own Web interface. John teamed with the company that did the programming for their digital asset management solution, and projected costs ultimately made it prohibitive to roll out the program.

Yet, there was still demand from clients who wanted an online site where they could create, modify, and order custom marketing materials.

The Solution

In late 2006, taking just one week to implement, R.E. May launched its online marketing support application built on the GLUON HyperPublishing System. The solution, which can be branded and "skinned" for each client, transforms QuarkXPress documents into Web-based templates. Clients then enable on-demand customization of marketing and advertising materials by their dealers, distributors, retail stores, and other remote users.

The Art of Motorcycle Marketing

There is a world of difference between selling off-road motorcycles and developing advertising and marketing programs to support those sales. Yet one of R.E. May's advertising agency clients has used the GLUON solution to create an on-demand Web site that empowers a motorcycle company's network of 500 dealers to customize and localize branded marketing materials based on local buyer demographics.

Motorcycle dealers – who clearly are not (and don't want to be) marketing experts – can localize and order advertising materials ranging from 1-inch yellow pages ads to full-size billboards on the same site. A single Web page makes it easy to localize an ad with modifiable



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images, headlines, and text and automatically resize the finished ad for multiple publications. It's even simpler to create a billboard: pick the image, put on the dealer tag, select the headline, and create the output file. The same assets used for an ad or a billboard can be repurposed for a postcard.

Paint It Personal

An active user of R.E. May's services provides dealer networks of thousands of locations for three brands of paints and coatings their own branded Web sites to modify ads and marketing collateral. A dealer can select from an assortment of photos, choose a headline or write his or her own own, and add as many as five store locations. Dealers can view a proof online or request a printed color proof, and even order copies to distribute as flyers. Additional products that can be localized include postcards and brochures.

Benefits

Being able to provide an online tool to create custom marketing materials extends the R.E. May's offering with value-added services that can be automated. "What we did for our customers 20 years ago – even 10 years ago – has been eliminated by changing technology," said Pangrace. Implementing the GLUON HyperPublishing System means that his company can continue to provide value to its customers by wrapping services around its core asset management system.

The result is RE May's **Branding Suite** (www.brandingsuite.com) a comprehensive on-line database for customizing and localizing ads, resizing them, changing the ad format, and then distributing digital files to the appropriate publications or production partners. Clients can continue to source projects with current vendors or develop new vendor networks.

R.E. May's clients can keep control of their marketing programs by allowing channel partners to manage their own campaigns within corporate brand guidelines. Ad design and development are streamlined by implementing dynamic templates that eliminate the need to redesign ads for multiple publications; one time and you're done!

Client channel partners generate higher quality leads and more sales with versioned and personalized direct mail programs targeted to end-users. Point-of-sale materials customized for each retailer respond to local demographics and tailor offers to local requirements.

Online tools powered by GLUON HyperPublishing System deliver efficient solutions to R.E. May, its clients, and their sales channel partners. Quickly. Cost effectively.

Profile:

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Benefit Summary:

- Channel partners manage their own marketing programs within corporate guidelines.
- No need to redesign ads for multiple publications; one time and you're done!
- Personalized direct mail programs are proven to generate higher quality leads and more sales.
- Localized point-of-sale materials tailor offers to meet local requirements.