

# How We Launched A Product So Quickly With Such Market Saturation - An Explanation

*The Palmer Creative Group Describe Their Processes To Help Other Creatives Succeed For Their Clients Faster*

CHICAGO, ILLINOIS, USA, December 9, 2015 /EINPresswire.com/ -- As Past Chairman of the Board of the Canadian Institute of Marketing, I'm often asked "how" we've done one thing or another by those curious to know in the business of marketing, business development and sales. In particular, one of Abitibi Geophysics products stand out as one of the most frequently asked questions about marketing technique, writing and graphic design.

In March or so of this year, I was introduced to the concept of a UAV that could record magnetometer readings to replace ground mag in the business of geophysics. Now me, being not overly bright - and less technically saavy than the average bear, asked a million stupid

questions, each one answered by the eternally patient Pierre Berube, Abitibi's CEO as well as GEM SYSTEM'S technical gurus in Hamilton.

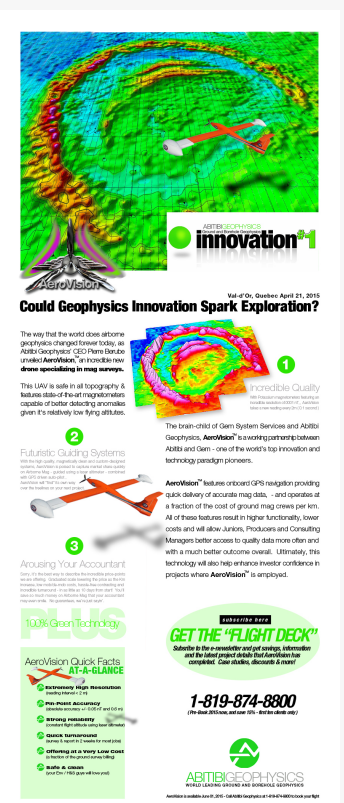
To make a long story short, Berube is a exceptional marketer in his own right and produced copy which I then applied with the three basics in all selling - The Feature, It's Function - and the Benefits to the Buyer. As with all media, I always maintain our positioning: "World Leading Ground and Borehole Geophysics" - even though this is neither. Next year we would've started with a different positioning statement. Oh well.

In any event, essentially [the sell looked like this](#) . . .

And here's how I organized it.

We left the main selling points very well highlighted and added a bunch more features / function / benefits to the overall mix. Keeping things in a 7 column layout seems to keep the eye moving in the direction for a close, hopefully.

A headline was chosen so that we'd receive immediate interest from most of the mining community



The flyer is titled "AeroVision Innovation+1" and "Could Geophysics Innovation Spark Exploration?". It features a large, colorful, swirling graphic at the top. Below the title, there are three numbered sections: 1. "Incredible Quality" - "The brain-child of Gem System Services and Abitibi Geophysics, AeroVision is working partners between Abitibi and Gem - one of the world's top innovation and technology paradigm pioneers." 2. "Futuristic Guiding Systems" - "This UAV is safe in all topography & features state-of-the-art engineering capable of better detecting anomalies given to relatively low flying altitudes." 3. "Arousing Your Accountant" - "100% Green Technology" - "AeroVision Quick Facts AT-A-GLANCE" - "Introducing High Resolution Magnetometer" - "Pre-flight Battery" - "Battery Capacity" - "Quick Turnaround" - "Offering an in many low cost" - "Quick to deploy" - "and easy to use". At the bottom, there is a call to action: "GET THE 'FLIGHT DECK'" and "1-819-874-8800".

The Image as It Was Released

right away - wanting to dig down further. I used tricks from Time / Life with the big green circles and tried to apply what little I know about graphic design into the piece, added a little humour about the "arousing the accountant" and let it go - dancing about the media through EIN Presswire.

Here's a diagram.(Image 2)

We did a bunch of other stuff to continue the sell, but it's confidential and we don't violate client confidentiality, not ever. Suffice to say, the penetration achieved using these tactics, and a few more - were able to gain top of mind awareness for one of the Best Geophysics Firms found in the World.

The results overall were very pleasing. The execution featured great positioning, active and eager viewer interest and plenty of calls / emails AND most importantly signups for our e-newsletter "The Flight Deck" - yes, I am the most cheesiest guy in the business. hahahaha.

At home, Our Little Company has now grown, 400% in our own right - offering Public Relations through Nathan J. Silverman Company of Chicago, Enhanced Business Development Services with Gary Cole at the helm (former Director with Playboy Magazine) and Incredible Graphic Design / Web Services through newcomer Gary Hu - a veritable genius with all this stuff. We're easy to use, fast turnaround - and great quality, so give us a look! If you were wondering how the photography went from zero to hero so fast, not a mystery - our consultant is none other than the world-famous underground photographer Dan Dionne, and Gary Cole was Director of Photography for Playboy Magazine. It's a little frustrating when you're always the stupidist guy in the room, but - it's

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Clear, concise creative driven by the attitudes, recommendations and opinions of those that know

If you are interested in creative driven by your best clients opinions, if you'd like your own company to have every advantage that all this creative will bring - and if you have a minute to chat - call me to discuss your issues and see if we

**The Anatomy of Our Target-Market ONLY Sell**

- Existing Mag Survey
- UAV from Snowbank photo supplied
- Standardized Pitch Conformity
- Headline to Target Market
- Feature High Quality / Benefit to Target
- Functionality listing / Benefit to Target
- New Branding "AeroVision"
- GEM Systems acknowledgement / branding
- Feature / Function of Guiding Systems
- More functionality / benefit to client
- Target Market acknowledgement
- Solution
- Offers section to signup
- Final Benefit / Feature / Function

**Could Geophysics Innovation Spark Exploration?**

**100% Green Technology**

**GET THE "FLIGHT DECK"**

**1-819-874-8800**

**ABTBI GEOPHYSICS**

**AeroVision Quick Facts AT-A-GLANCE**

- 1. Extensive High Resolution
- 2. High Accuracy
- 3. High Precision
- 4. High Resolution
- 5. High Accuracy
- 6. High Precision
- 7. High Resolution
- 8. High Accuracy
- 9. High Precision
- 10. High Resolution

**BARRICK**

**HEMLO**

**8 Strobes 2 Softboxes and a 2400ws Studio Master**

good for business and the quality of work is now damn fine.

can't fix it, quickly.

Kevin Palmer  
Palmer Creative Group  
807 473 3648  
email us here

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your business best - your  
clients. We are masters at  
obtaining key market  
intelligence information.

*Kevin Palmer, Registered  
Professional Marketer*