

## WINDOWS TO THE WORLD: BRINGING EXCEPTIONAL WORK TO LIGHT

### SITUATION

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Marvin Windows and Doors, a premier manufacturer of made-to-order wood and clad wood windows and doors, has a tradition of using project case studies to promote their services and capabilities, both in print and on the web. Marvin wanted to continue this tradition, but was looking for a fresh approach and engaged Neuger Communications Group to tackle the writing component of case studies for three recent projects. In addition to the writing, Marvin was looking for some support in pitching these project stories to several types of media outlets.

### CHALLENGE

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The realm of custom-built windows involves a lot of technical information and industry-specific terminology. Writing about large-scale or complex projects in this area requires an understanding of the technical aspects of window construction and manufacturing, as well as knowledge of the lexicon used to describe them. Another challenge, in both writing and media, was the multiple audiences the case studies would need to reach—trade professionals via trade publications, as well as the general consumer market via consumer publications and local media outlets. Descriptions of the projects needed to contain enough specifics to satisfy the professionals, but be written in a way that the average consumer could understand.



*The Armstrong-Quinlan House in St. Paul, Minn., the subject of one of the three case studies.*

### STRATEGY

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The number one tactic for this challenge was immersion: research the window industry, talk to the individuals involved in each project, learn about the process, visit the project sites, study the terminology. Neuger Communications Group staff conducted in-depth interviews with contractors, developers, owners and Marvin representatives to gain a thorough understanding of each project, then crafted the case studies around key messages outlined by Marvin. Once the case studies were complete, a media plan was developed to reach all three outlet types: trade publications, consumer publications and local media. The same case studies were used for each type of outlet, but media kits and pitch letters or press releases were tailored to individual publications. To maximize response rates, each pitch was followed up with a phone call to the publication.

### RESULTS

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The three case studies composed by Neuger Communications Group delivered the fresh approach desired by Marvin, and the resulting media kits Marvin created make a compelling package. Media pitches to all three markets were successful and Marvin was pleased with the coverage they received.

For more information about this or other case studies, call 888.761.3400 or e-mail [info@neuger.com](mailto:info@neuger.com).