

# TMW Systems: REPOSITIONING A BRAND

When we started with TMW Systems, a company specializing in transportation software, they'd been working with an ad agency for several years. Most of their advertising positioned the software as an enabler of knowledge into the daily operations of the trucking companies who used it. The work was beautiful, cleverly written and well integrated within print advertising and direct response mail.

There was just one problem. No one knew who TMW Systems was. Prospective customers were surveyed for brand awareness, and after advertising 52 weeks per year in leading publications, TMW scored a zero.

Enter the Hardman Group.

We get to know the customer and the competition. We seek to understand what differentiates our clients because an effective campaign must take into account the context the environment.

The market had three, like-sized software developers who articulated very similar value propositions: increased efficiency, reduced headcount, greater profits, and so on. Because every company made the same claims, customers weren't able to decide from whom to buy. Worse, when we researched prospective customers, they all had the same insight — "They're all liars."

We dug deeper and found that TMW customers could actually substantiate how their business got better once they'd implemented TMW's software products. They were able to reduce wasted miles, add business without adding staff, and improve their operating ratio, among other advantages. This was our hook. In fact, over the course of our campaign, 28 customers stepped forward to not only make a claim but also substantiate it.

Our campaign's success helped make TMW Systems such a formidable force that they were purchased by their largest competitor and now feature complementary products.

Today they are the leader the transportation software market and have again been acquired by a leading transportation logistics provider.

