



In the COMPANY of IDEAS

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CLIENT

Titanium Sports Technologies, Inc

Kennewick, WA

Helped current ownership develop business and strategic plans to attract \$2 million to purchase the company, which was a commodity provider of titanium tubing to aerospace industry in Seattle

GOALS

- Grow awareness of a "new" aggressive company philosophy.
 - Build sales to golf, bike and sport wheelchair markets
- Increase awareness of the company among financial community

OBJECTIVE

Biking & Performance Wheelchairs — Build awareness of strength, durability and extremely light weight of titanium for bikes, sport wheelchairs and skateboards among high end OEMs.

Golf — Position titanium shafts in minds of strong players (9 handicap or less). Build awareness of strength, durability and tight dispersion ratio of titanium golf shafts versus steel, composite or graphite.

METHODS

Developed and implemented marketing plan targeting active participants in the golf, biking and performance wheelchair industries

Creative and branding considered edgy for the industries targeted, but used in traditional media, including consumer and business to business print ads, sales collateral, trade shows, demo trailers.



- Branding
- Consumer ads (golf)
- Collateral
- Public Relations
- Product Graphics
- Trade Shows
- Demo Days (golf)
- Web Presence



Play Strong