

New Market Entry for Custom Bearings Manufacturer

Situation

National Bearings is a nationally recognized but comparatively small custom bearing manufacturer that wanted to enter the medical device manufacturing market, but competitors were sizable and National Bearings' budget was a fraction of the competition's spend.

Challenges

- Nationally recognized but comparatively small
- Small marketing budget compared to much larger competitors
- Engineers were accustomed to off-the-shelf bearings
- Custom bearings required educating engineers on how to specify

Solution

Wavelength designed a fully integrated PR program around educating product engineers to specify custom bearings and demonstrating the advantages of customization, such as greater design freedom, cost control, faster time to market, and improved product performance. The program was so successful that one article elicited response from NASA.

6-MONTH PUBLIC RELATIONS PROGRAM RESULTS:

- **\$450,000 in RFQs** directly attributable to placed article
- **2 RFQs** valued at **10% of total revenue**
- **300,000 qualified exposures** in the target market

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Together, we grow your business.**

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Seizing a Teachable Moment

National Bearings is a nationally recognized but comparatively small custom bearing manufacturer that wanted to enter new markets, but competitors were sizable and National Bearings' budget was a fraction of the competition's spend.

Wavelength designed a fully integrated program around educating product engineers because we recognized an opportunity to demonstrate the advantages of bearing customization to an audience that would benefit from the knowledge. Most product engineers are generalists who specify standard bearings and design their products around the bearing; however, custom bearings afford greater design freedom and can also help control costs, time to market, and product performance.

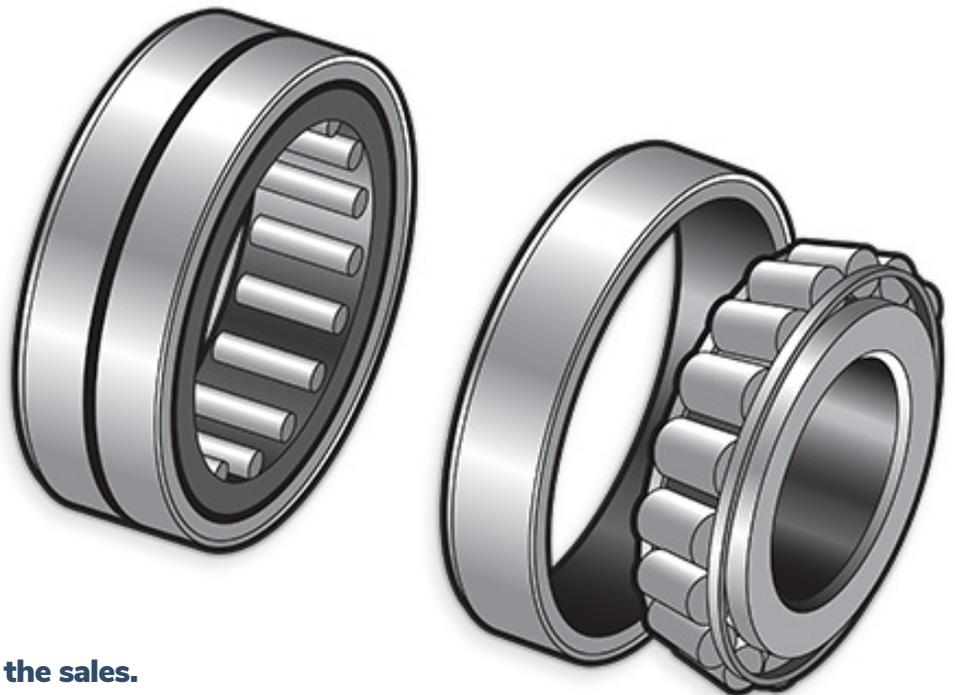
This was our teachable moment.

The goal of the program was to train product engineers to reject the old way of specifying standard bearings and adopt a new way of customizing bearings.

Wavelength designed a program around educating audiences about the benefits of working with a custom bearing manufacturer versus choosing a standard bearing from a catalog as common practice. Program elements spoke to cost, time to market, the impact on usability, and other advantages that clearly positioned custom bearings as superior in performance and overall cost when compared to off-the-shelf bearings.

Wavelength worked collaboratively with National Bearings engineers to write technical articles and support materials for a range of publications. The program included public relations, emails, and white papers, which proved to be cost-effective, targeted vehicles for reaching key audiences. The PR program was so successful that one article prompted NASA to contact National Bearings.

In six months, Wavelength helped National Bearings generate \$450,000 in RFP that was directly attributable our educational PR efforts.



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