



**“WE’VE WORKED WITH AL BERGERON FOR TWENTY FIVE YEARS AND I’VE COME TO TRUST HIM AS A VALUED BUSINESS PARTNER.”**

— Miriam Sanderson, Treasurer

## PACKAGE INDUSTRIES

### Steeling the Market.

Package is a manufacturer of steel buildings that sells through a builder network. We reinforced the advantages of both their Builderships and building systems with the brand position, “It’s just a better Package.”

We developed two web-centric integrated strategies — a B-to-B program to increase Package’s dealer base and a B-to-C program to assist their dealer network in selling Package buildings to end users.

## TACTICS

- > Research
- > Marketing
- > Branding
- > Print
- > Interactive
- > Media