

COST-EFFECTIVE APPROACH – The initial steps use low cost production methods and produce sales materials that are so inexpensive to reproduce but maximize our information spread using all media available.

ADVERTISING

1. THE APPROACH – We must generate a new approach to present our message, information, and images. The approach must build on our reputation and commitment, while working on a new direction on how we approach our customers and sell our image. Let's show them something new and graphically portray our message in new ways.

a. Sell Image – Image is very important in our efforts. We're talking "Systems for LE." Photos and word images are critical for impact (ex. instead of long-guns use longarms – the longarm of the law).

b. Educate the Customer – We must educate our customers with sales materials that make our features stand out. They must not have to work for the information, but our most important features and benefits must spring off the page or any piece of sales material we present. Also, the information must be easily navigated and lead the customer through the material to the right conclusion.

c. Build History and Commitment – Use a "Remington Was There" approach with a few inserted statements of history and commitment that are intertwined with the ad copy.

2. OFFICER VIEW APPROACH – Develop an advertising approach centered on showing our longarms and ammunition in use. The Dick Cramer drawings are out, live action photos are in. Our ads must show officers, "What they see in real situations and how they see it." Show officers holding our longarms, firing our bullets, and what our bullets do. We must use "image blending" such as ghosted officers in the background with information in front to make the important connection.

a. Ammunition – Show live action of our bullets in use. Slow-motion of a bullet smashing through a 2" block of gelatin showing it already opened in just 2". They will imagine what it will do as it continues through a body. Show the cartridges in a magazine ready to be used, close up, in front of a much smaller ghosted picture of an officer with a handgun in a two-handed stance or searching...connecting real officers using real products.

b. Longarms – Frozen moments showing officers using our longarms in real situations. Front/side/angled views of officers frozen in situational moments that communicate the power of the longarm. Nothing else is shown of the situation, just an officer and "his/her" longarm caught in a hi-stress moment. This is very powerful imagery that lets the customer's mind place the action somewhere in their reality, in moments they have had.

3. MUST DESCRIBE WHAT WE DO – We need to describe our overall duty and training ammunition line and our longarm line in a way our LE customers can grab a hold of by creating a "systems approach" to our products...one that speaks to officers.