



IMC Support Helps Enhance Marketing for Local Traffic Safety Company with International Reach

Companies that expand to new industries often must undergo a shift or progression in their branding. When Intuitive Control Systems, LLC, of State College, embarked on the traffic safety industry—subsequently creating the division “All Traffic Solutions”—the scope of their marketing changed to reach a much broader audience. They moved from a smaller industrial market to one that included some 100,000 potential government and commercial customers nationally, as well as new markets abroad.

Communicating an Image of Stability, Innovation and Quality

According to company Vice President Scott Johnson, All Traffic Solutions had to ensure a solid, professional image that could compete in a market laden with companies of more longevity.

“IMC connected us with resources that could really implement our vision and make creative contributions to the process,” Johnson noted. “Since working with IMC, we have developed marketing strategies that have served as the impetus behind our revamped web site, advertising campaigns, solid corporate identity program, and product literature. We also recently completed a promotional video that capitalizes on ‘voice of customer’ testimonials.”

“Professional branding strategies and product development were explored through IMC support as well. We worked with their resources on the user interface of our WebEmpowered® data analysis and device management software, with impressive results thanks to all of us working together.”

Creativity and Collaboration

Johnson explained that IMC resources truly collaborated with his team to elevate the outcome of projects. The process was a creative one in which everyone involved shared ideas, opinions and suggestions for the betterment of the work. All parties were dedicated and took success personally.

“If you are looking for a new plan of attack, or simply want to explore new programs and processes, speak to IMC early on. Chances are, they have seen something similar, have gone through it with another company, or have contacts who are experienced with situations like yours.”

“IMC has broad connections to resources that can produce. They have a strong awareness, too, of state and other programs that can truly benefit companies such as ours,” Johnson said. “Their support helped us to be more aggressive with our marketing and sales program. We could take steps to do things correctly from the get-go, and it has made a difference in our prosperity and opportunities.”

Resources, Advisement

Johnson recommended that anyone seeking to change or grow a business, or explore new programs and processes, speak to IMC early on. “If you are looking for a new plan of attack, or simply want to explore options, IMC is worth talking to. Chances are, they have seen something similar, have gone through it with another company, or have contacts who are experienced with situations like yours.”

“The ideas they and their resources bring can ‘knock you off square’... can cause you to think differently and spark even greater success.”

COMPANY:
Intuitive Control Systems, LLC
State College, PA
866.366.6602
www.alltrafficsolutions.com

PRODUCT: traffic safety equipment & data analysis solutions

ANNUAL SALES: \$5 Million

NUMBER OF EMPLOYEES: 20+

FOUNDED: 1999