

#### Situation

Parkinson Technologies, Inc. is made up of three associated brands: Parkinson Winders, Marshall & Williams Plastics and Key Filters. HCC/Hudson was asked to develop a new ad for Parkinson Winders, one of the most trusted names in winding and web handling equipment for the nonwovens, plastics and paper industries. The challenge was to reinforce the brand identity of Parkinson Winders while also beginning a campaign to sell the Parkinson Technologies identity as owner of the brand.



#### Client

Parkinson Technologies  
Woonsocket, RI

#### Project

Full Page Ad-Parkinson Winders Brand

#### Approach

Research and interviews confirmed that because the winder was at the very end of the process, it had better perform correctly or everything to that point would be in jeopardy. To convey the message of dependability we used the image of a concerned operator fearful of an unwelcome "surprise" should a winder other than a Parkinson Winder be in place.

To develop the Parkinson Technologies identity, we created a short standard copy block entitled "The Book on Parkinson".

#### Result

The advertisement created considerable attention and readership. It was also effectively used in direct mail and other sales promotion platforms including posters for trade shows.

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