

Advertising

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Case Study:

Tozour Energy Systems, Inc. Greening and Growing its Franchise

The Challenge

Tozour Energy Systems, Inc., a full-service HVAC and building automation provider based in King of Prussia, Pa., provides customers with a diverse range of solutions including building automation, equipment services, energy conservation services, green building design, controls, parts, supplies and technical support in Pennsylvania and New Jersey.

Tozour Energy Systems is known for its Tozour-Trane division, the Philadelphia Trane franchise and one of the nation's leading Trane distributors. However, the company has many more offerings.

With the recent addition of a new "green" division—Tozour Energy Services—and growth in other areas, the company had many stories to tell and needed to increase awareness of Tozour throughout the Philadelphia business community.

Tozour had advertised in the past, but only on a "one-off" basis; there had never been a strategic ad campaign with any publication. In addition, Tozour has a history of supporting many charitable organizations and placing ads in program books and other materials, but these ads had no consistent messaging or look.

Tozour turned to its agency partner, Jack Horner Communications Inc. (JHC), to create an advertising campaign and marketing support program that would help build brand awareness and spread the word about the exciting things that the company is doing in the Delaware Valley.

The Solution

To target Tozour's business-to-business audience of Eastern Pennsylvania and South Jersey building owners, facility managers, engineers and architects, the JHC team developed a yearlong advertising partnership with the *Philadelphia Business Journal*.

The tagline "How does your building rate?" was created to get the attention of the audiences, inspiring potential Tozour clients to think about how their building might stack up against others in the area, especially now that most everyone in the commercial building industry is competing to be LEED (Leadership in Energy and Environmental Design) certified.

The creative for Tozour's new ad campaign had to be easily relatable for key decision makers in these commercial buildings to "see themselves" in the campaign. To showcase the variety of industries in which Tozour has clients, JHC used black and white photos that thematically corresponded with the publication's editorial calendar, whether the theme was education, health care or sustainable business.

In one of the ads, for example, JHC played off a student having to write lines on the chalkboard by having the chalkboard state: "We will not waste energy. We will not waste energy. We will not waste money."

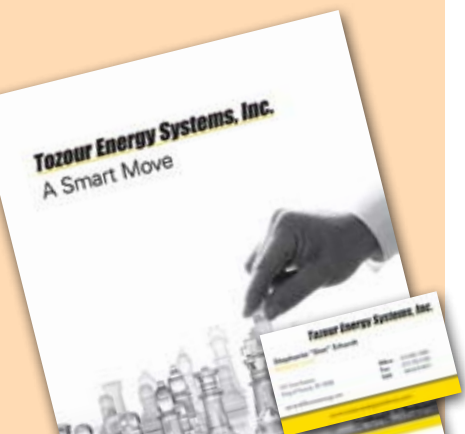
JHC also created a matching template for program/sponsorship ads that is easily updated when Tozour contributes to one of myriad charitable groups that it supports each year. The ad template is customized with a photo and headline relevant to each organization.

Tozour was also able to extend the advertising campaign into other marketing collateral, such as a postcard mailer to Pennsylvania schools using the chalkboard ad. JHC also created rebranding pieces including a pocket folder, business cards, case study templates and other marketing collateral.

The Results

Now Tozour Energy Systems has an advertising campaign that is consistent with its image and wide variety of services. The company consistently receives phone calls or e-mails from people mentioning that they saw the *Business Journal* ad campaign. Tozour plans to extend its campaign for a second year to further build awareness for the company's green, HVAC and building automation capabilities.

Tozour Energy Systems, Inc.



"Since we started our new ad campaign, our brand awareness is a lot higher. It's great to have a consistent voice and look to our advertising. At Tozour we think of the team at JHC as an extension of the marketing department and a great asset to our company."

Stephanie "Stet" Erhardt
Marketing Leader
Tozour Energy Systems, Inc.