

# Case Study: OAI, Inc.

## Client:

**OAI, Inc.**, Tampa, FL

## Product:

OAI, Inc. The largest large-format printer in the Southeast, OAI designs, prints and creates point-of-purchase displays, visual merchandising graphics, digital retailing, and large format graphics, including building, billboard and vehicle designs.

## Overview:

OAI had been in business for well over a decade and in that time had maintained a pattern of steady growth, producing high-profile project after high-profile project. Their work had been up in lights in Times Square and on the fields of Raymond James Stadium for Super Bowl XXXV and Qualcomm Stadium for Super Bowl XXXVII. Yet no one in their own business community knew a thing about them. They brought millions in out-of-state revenue to Tampa every year, and OAI wanted the local market — including advertising professionals — to take notice.

## Campaign:

Phase I: March 2005 – January 2006

(Phase II: scheduled for rollout March 2006)

## Objectives:

1) Increase awareness of the company's presence, offerings and community service efforts in the local Tampa Bay market and to graphic designers and advertising agencies throughout the Southeast; 2) have at least 20% of a randomly selected sample of Tampa Bay area business people identify OAI, Inc. as a local large format printer; 3) have at least 10% of new sales initiated by advertising agencies or graphic designers in the Southeast. 4) Show that the company's proven strength in its industry is a positive factor for the local economy.

## Tactics:

- Perform research to determine basis of goals
- Research media, local awards, editorial calendars
- Enter local and industry business awards
- Create press kit and online press room
- Submit regular press releases regarding company achievements, community support efforts, industry innovations
- Provide media training to staff and present them as an industry resource to the media
- Utilize business memberships to reach markets
- Host business meeting events/open houses
- Offer on-site seminars

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## Results:

OAI received nearly \$40,000 media value of local and trade press coverage, including coverage on the evening news. OAI also was awarded several awards, including Blue Ribbon Winner, US Chamber of Commerce, Manufacturing Business of the Year (*Tampa Bay Business Journal*), Finalist for Greater Tampa Chamber's Small Business of the Year Award and finalist for Business Team of the Year (*Tampa Bay Business Journal*).

## Media Results

- *Create Magazine*, (Wells Joins OAI), (OAI Takes National Companies on the Road). April 19, 2005.
- *Tampa Tribune*, (Larger Than Life). May 9, 2005.
- WFLA News Channel 8 Tampa NBC Affiliate. 6 am and 11 am broadcasts. May 9, 2005.
- *Tampa Bay Business Journal*, (Printer Stays Ahead of Technology Trends). May 20, 2005.
- OAI named as finalist for Tampa Chamber of Commerce Small Business of the Year Awards.
- *Tampa Tribune Small Business of the Year Award Supplement*, distributed in the *Tampa Tribune* and at Small Business of the Year Awards, September 16, 2005.
- OAI hosts Tampa Advertising Federation. Event attended by 60 local advertising professionals. September 22, 2005, generating new business that has equated to a 15% increase in new business from industry professionals.
- OAI named Manufacturing Business of the Year by *Tampa Bay Business Journal*, November 2005.
- *Tampa Bay Business Journal Business of the Year Supplement*, (Printer Reads Signs of the Future for Business Growth and Diversity), (Business of the Year Finalists Represent Tampa Bay's Achievements), (Recognizing Accomplishments of 2005). December 9, 2005.
- Mascot Design Contest, "Culture Clips," *Tampa Tribune*, Feb. 12, 2006. Release sent to local publications, ad clubs, design publications, online user groups and blogs. OAI put information about contest on its website. Contest ends March 15, 2006 and is targeted to increase awareness of designers and ad agencies in the Southeast. Over one hundred entries have been received to date.
- OAI named Blue Ribbon Small Business Award Winner (February 2006), U.S. Chamber of Commerce Small Business of the Year Awards.



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