



BROCHURE PDF

**MicroFit, Inc.**  
**SALES COLLATERAL**

**mission**

- Establish a marketing approach for sales collateral that defines MicroFit's new Health System Software in conjunction with their existing products

**creative strategy**

- Develop creative strategy for copy and design
- Create new sales collateral and packaging to coordinate with MicroFit's new Health System Software "look and feel"

**implementation**

- Establish deliverables, budget, timeline and milestones
- Handle all production for sales collateral and packaging

**results**

TVC's packaging and collateral enabled MicroFit to make a big leap in repositioning itself as the best-in-class leader for health fitness systems. MicroFit was thrilled by the 68% response it received from existing customers interested in upgrading and the 27% response from new customers.