

Business Review & Forecast

Covey-Odell Advertising means business for local companies

Business communications have never been more critical than they are today – be they with customers, employees, prospects, suppliers, investors or the public. In recent years, business has experienced dramatic change. The combined weight of increased competition, uncertainty in the economy and a squeeze on profits is putting a severe strain on many businesses.

Now, more than ever, a company's marketing communications program must be planned and implemented properly if that company is to grow and to make a profit.

Helping area companies stay on top and boosting their bottom lines is what Covey-Odell Advertising, an advertising and public relations agency at North Canton, has been doing for more than 40 years.

Covey-Odell is no stranger to Tuscarawas County. Some of the area companies Covey-Odell has served over the years include Harris Battery, R&J Cylinder & Machine, Greer Steel, Boltaron Performance Products, Dover Chemical, Joy/Green Fan Division, Invincible Vacuum, Kimble Mixer and OMNI Orthopaedics' Dover office.

"We help our clients plan, implement and administer complete programs – everything from print ads, radio commercials, direct mail, company publications, technical and sales literature, news releases, and Web sites," said Rod A. Covey, president. "We also plan trade show exhibits, sales meetings and open houses."

Covey-Odell Advertising Ltd. was launched in 2008 with the merging of Odell

Advertising/Marketing Inc. and Covey & Koons Ltd. The agency has a new name and starting point, but also has a long history spanning 40-plus years with the coming together of two long-established firms.

Today Covey-Odell Advertising serves a wide range of local, regional and national clients with advertising, marketing, public relations and Web services. It employs a seasoned staff of artists, writers and account-service personnel at its 4,000-square-foot office building at 330 Schneider St., North Canton.

Other members of the agency team are David L. Llewellyn, executive consultant; David W. Lear, senior art director; Dane Llewellyn, account executive/photographer; John Hastings, Web and graphic designer; Kathie Covey, office administrator and account assistant; and W. Roderic Covey, founder/consultant.

The company has extensive experience in many industries, including manufacturing, distribution, health care, financial and construction.

Covey-Odell's success can be attributed to a willingness to get involved with its clients and learning their business, Rod Covey said.

"Exciting art and copy will always be at the heart of effective advertising, but we feel other things must happen before that first keystroke or mouse click," he said. "Things like defining the client's unique brand position, getting to know their customers and distribution channels, and developing a strategic marketing plan that achieves results."



Photo courtesy of Covey-Odell

Covey-Odell's staff works closely to ensure all elements of an advertising campaign reinforce each other. The staff includes Dane Llewellyn (L), account executive/photographer; Kathie Covey, office administrator and account assistant; Dave Llewellyn, executive consultant; Rod A. Covey, president; Dave Lear, senior art director; and John Hastings, Web and graphic designer.

Strategic planning is at the heart of the agency's creative process, he said. The agency has a proprietary, comprehensive marketing planning process called BOOST, which stands for Born Out Of

Strategic Thinking, and its purpose is to help its clients focus on those things that will best help them achieve success.

The process begins with a shirtsleeve discovery session

involving key members of the client's management team. The objective is twofold: to determine the client's brand or claim of distinction that makes it different from every other company and to develop

a marketing plan that serves as roadmap to steer the company through the churning rapids of today's challenging business environment.

Heinz drops pickle, adds tomato to ketchup for changes to label

ASSOCIATED PRESS

MILWAUKEE – Goodbye gherkin, hello tomato. After more than 110 years, H.J. Heinz Co. is giving the tomato top billing on its namesake ketchup and bumping the pickle from the label of one of America's most iconic brands.

Bottles of the market-leading ketchup with the new label are

shipping now and should arrive in stores next week. The image of a single, large, vine-ripened tomato is much larger than the pickle it's replacing and better reflects what's inside the bottle, said Noel Geoffroy, director of ketchup for Pittsburgh-based Heinz.

Playing up ketchup's natural roots also feeds into consumers' growing desire for

more wholesome, natural foods, analysts and the company said. The new label includes the tagline "Grown not made."

"We really felt that the tomato is the hero of ketchup, and it was the right time to make the switch on our label," Geoffroy said.

It will take three to five months as stock on grocery

shelves and in restaurants is replaced.

Consumers will hear about the switch. The company says it's planning the largest campaign it has undertaken since the 1980s with print and television ads to start airing this spring to coincide with the opening of prime ketchup season, when consumers eat it on grilled foods like burgers and

hot dogs, Geoffroy said.

The pickle is an integral part of the Heinz company story, and the decision to retire it wasn't easy, she said, even though there are no pickles in Heinz ketchup.

Founder H.J. Heinz used a "pickle pin" to attract attention to his booth at the World's Fair in Chicago in 1893. The pins

were popular, and the branding stuck.

The company still gets as many as 15,000 pickle pin requests a year through its Web site and hot line.

Pickle-lovers, fear not: The tiny gherkin will remain on other Heinz products, including mustard, vinegar and chili sauce.

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3/8 NUT (100)	3/8 FW (100)	3/8x3/4 (25)	3/8x1" (25)	3/8 1x1/2" (25)	3/8x2" (25)	3/8x3" (25)
7/16 NUT (50)	7/16 FW (100)	7/16x1" (25)	7/16 x1-1/2" (25)	7/16x2" (25)	7/16x2-1/2" (25)	7/16x3" (25)
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