

CLIENT CASE STUDY:

CLIENT: Esco Micro Pte. Ltd., Singapore  
Integrated Marketing Program



**SUMMARY:** Esco Micro Pte. Ltd., Singapore, retained OffWhite to overhaul the company's complete marketing and communications program. As Director of Marketing for Esco, OffWhite opened a satellite office in Singapore, and established an internal marcom team comprised of experienced and entry-level staff from Singapore, Malaysia, India, the Philippines, Indonesia and New Zealand. The OffWhite USA group and the Singapore team established a comprehensive internal communications platform using large-volume FTP servers, email and text/SMS message capability enabling a 24/7 dialogue. To encourage collaboration across all time zones and cultures, OffWhite directed a series of infrastructure improvements including digital file libraries for quick reference to marketing materials, intranet support for more than 300 distributors in 105 countries.

- SERVICES:**
- Corporate department management
  - Infrastructure and collaboration processes
  - Corporate image development
  - Technical manuals, white papers and editorial writing
  - Technical writing, editing and illustration management
  - Graphic design and standardization of practices
  - Web site development with geospecific portals
  - Collateral development, architectural binders and presentation tools
  - Information mapping, product guides, and technical literature
  - Industrial/control panel design
  - Information architecture
  - Packaging design
  - Video scripting



“Esco has enjoyed a unique relationship with Offenberger & White, Inc. I believe that this relationship has been mutually beneficial and allowed both companies to learn from each other. I have personally learned a great deal about how the marketing communications function needs to be managed and believe that Offwhite has been instrumental in revamping this function at Esco.”

— XiangQian Lin, Executive Vice President  
Esco Micro Pte. Ltd., Singapore



Corporate Overbranding Program



Corporate Image Brochure



Web Site



Product Packaging



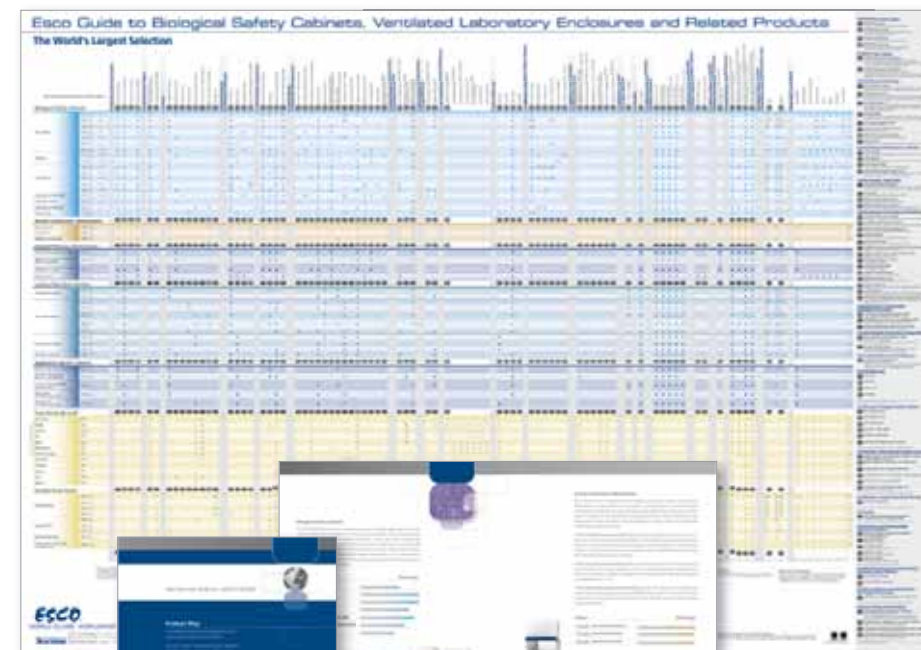
Architectural Planning & Product Binders



Product Literature



Trade Ads



Product Guide Broadside



Trade Ad and Direct Mail



Controller Suite  
Graphics / Panel



OffWhite Salter LLC  
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