

# DESIGNED FOR THE PROFESSIONAL USER

Dynamic Tools

[www.dynamictools.ca](http://www.dynamictools.ca)

## BACKGROUND

Dynamic®, a new line of professional tools, was specifically designed for the professional user looking for reliable and easy to use tools to get the job done. With its unique research inspired products, modern and attractive pack-

aging, Dynamic offers meaningful differentiation.

The logo for Dynamic Tools & Equipment features the word "Dynamic" in a large, bold, orange sans-serif font. To the left of the "D" are three slanted parallel lines of increasing length. Below "Dynamic" is the text "TOOLS & EQUIPMENT" in a smaller, orange, all-caps sans-serif font.

“We turned to Trinitas to develop our website, email campaign, and sales presentation for the launch of our Dynamic tool line. They worked closely with us to understand our business objectives and delivered amazing results. We are receiving tremendous feedback from our distributors and customers on the site and presentation.”

Dragos Baicoianu  
Brand Manager  
Gray Tools

## THE OBJECTIVE

Dynamic came to Trinitas seeking a complete digital marketing and sales solution including a website, sales presentation, and email campaign.

The main objective was to introduce, inform, and educate distributors and professional users on the features, benefits, and specifications of the new line.

## THE SOLUTION

The sales presentation and email campaign centered around the website, so that was the primary focus of this project. Trinitas worked closely with Dynamic to understand all the objectives and to map out a strategy for the launch.

The website needed to be fresh, professional, and cutting edge, just like the new line of tools. Starting with a logo and the product colours, Trinitas began putting together concepts for the site. Once the brand identity system was established, development of the website began. The same bold colours were used throughout the site as well as inspirational images that reflected the mandate of the organization.

Once the concept was approved, Trinitas began inserting product images and building the backend Distributor Locator application. The next step was adding all the product specs, building contact and promotional forms, and

adding the Dynamic catalogue to the website.

Bringing visitors to a new site is always a challenge, so Trinitas developed an email campaign targeted at Distributors. The purpose of the email promo was to get Distributors to sign up for a meeting to review the new line.

While working on the email campaign, Trinitas was also hard at work on the development of the Dynamic sales presentation. This presentation would be used to introduce the new Dynamic line to Distributors. This interactive tour covers every aspect of the new line including product specifications, packaging, product displays, and the website. Trinitas worked closely with Dynamic and voice talent to produce the audio in French and English.

## THE RESULT

The Dynamic launch was a tremendous success. The website is a key component in the overall marketing plan and the presentation has provided the salespeople with the right tool to sell the product.

Dynamic is now equipped with the marketing and sales tools required to roll out this new line of professional tools to the marketplace.

## ABOUT TRINITAS

Trinitas builds web applications that help organizations communicate and collaborate more effectively by moving traditional offline business to the web. Our development team is a diverse group combining developers, designers, and marketers. This combination of talent allows us to develop the most innovative applications possible.

To find out more information about Trinitas and our Web and Application Development services, please contact 416-250-5295 or visit our website at [www.trinitas.ca](http://www.trinitas.ca).