

FireRescue1 Creates Comprehensive Ad Campaign, Online Solutions for Globe Manufacturing Company

Background

Globe has been manufacturing market-leading protective clothing for first responders since 1887 and is widely recognized as one of the preeminent brands among fire product manufacturers. Globe consistently seeks out innovative materials, designs and construction methods to produce its high quality personal protective equipment.

Challenge

Historically, Globe has relied primarily on traditional media to build one of the most widely recognized brands within the fire protection market. In 2005, Globe identified online as a channel in which they needed a stronger presence due to its uniquely flexible and interactive nature. Globe's challenge was to maintain its brand focus and leading industry presence while translating its marketing objectives online.

In choosing an online media partner, Globe was looking for a high level of creativity, strong product focus, attention to detail and the ability to make a "big splash". FireRescue1.com provided Globe with the opportunity to lock in a comprehensive lead sponsorship position on the fastest growing, most product-oriented web site for the fire service.

Solution

Working with the Globe team, FireRescue1 created a unique, multi-staged online marketing program designed to address the company's various objectives. FireRescue1 combined a number of sponsorship elements, including product category sponsorships, banner ads, eNewsletter ads, a custom micro site, and content and section sponsorships – all focused on differentiating Globe's brands, reinforcing Globe's thought leadership position, driving leads and supporting data capture and customer interaction initiatives.

An important component of Globe's marketing strategy has been to correlate the Globe brand with firefighter safety and PPE and emphasize the company's commitment to keeping firefighters safe. To that goal, FireRescue1's program included exclusive sponsorship of the Firefighter Safety Section, a column on PPE by a leading industry expert and a safety eNewsletter sent to nearly 60,000 firefighters monthly. In addition, Globe sponsored grant assistance education through FireGrantsHelp.com and the PPE news and education website PPE101.com. The site has served as a platform for Globe to both provide a broad range of PPE research and information, as well as deliver important customer education on NFPA 1851: Standard on Selection, Care and Maintenance of PPE.

Results

The online program created by FireRescue1 – including both standard sponsorship elements plus exclusive thought leadership initiatives – has been very successful in providing Globe with a leading presence that not only keeps Globe top of mind for all visitors as one of the premium brands in the market, but also targets the product and content areas most applicable to their brand: Safety and PPE. It has also supported Globe's data capture initiatives, provided education related to grant funding and facilitated the launch of new products.

Traffic and exposure for Globe have paralleled the growth of FireRescue1, with a 435% growth in monthly traffic to Globe's site since the launch of the advertising campaign in November of 2005. To date, FireRescue1 has generated a total of 41,630,088 impressions and driven 148,349 visitors to GlobeFireSuits.com. During the past year, more than 390,000 firefighters have visited the Globe-sponsored Safety sections on FireRescue1. PPE101 has grown steadily since its launch, now receiving an average of nearly 10,000 unique visitors and has provided NFPA 1851 training to hundreds of customers.

Globe's presence across the FireRescue1 network provides constant visibility among a broad audience of firefighting professionals while reinforcing their brand and continually driving valuable leads.



CUSTOMER TESTIMONIAL

FireRescue1.com has a unique balance of news, product information, education, and community that has attracted a growing audience that allows us to target our brand and product messaging to self-selecting end-users. The FireRescue1 team understands how to translate our marketing objectives to the web by creating and implementing creative solutions that deliver concrete results.

Mark Mordecai, Director of Business Development
Globe Manufacturing