

Master Gage & Tool Co.

# INDUSTRIAL-STRENGTH REBRANDING THAT'S RIGHT ON THE MARK

SINCE 1986, MASTER GAGE & TOOL CO. (MG&T) has been an industry innovator in metrology and specialty tooling and gaging, providing solutions for the automotive, aerospace, medical and education markets. The exclusive regional distributor for the world's leading equipment brands, MG&T serves customers throughout the Southeastern United States.

MG&T's bold thinking and intelligent technology drive precision and quality in today's modern manufacturing industry. But over the years, the MG&T brand had aged. The Company turned to Shamrock to refresh and realign brand marketing assets with a forward-leaning edge.

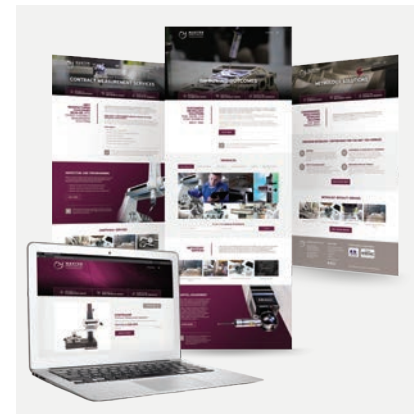
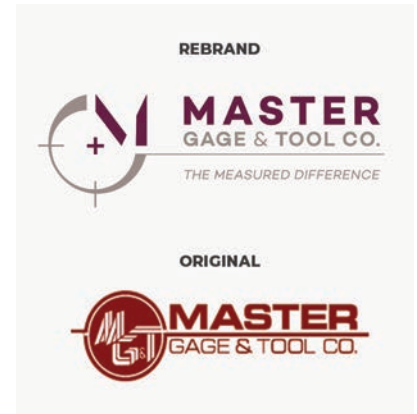
Shamrock captured MG&T's industry expertise and authority through a comprehensive rebranding effort: A crisp new logo. Progressive brand messaging. And two dynamic websites – one site that invites customers into a conversation about how MG&T's precision measurement, calibration, and specialty tooling can help them operate with greater confidence, efficiency and accuracy; another e-commerce-enabled site that allows visitors to shop for the latest metrology equipment and tools.

## THE SOLUTION

Following a discovery phase, our team redeveloped brand messaging and then redesigned the MG&T logo. The new logo is a streamlined and more contemporary brand mark, reflecting MG&T's precision products and services.

All marketing collateral now mirrors the refreshed MG&T branding. Shamrock managed the creative process, which included copywriting, design, and production of all MG&T product brochures, promotional literature, repair flyers and tradeshow display.

For the website transformation, Shamrock collaborated with MG&T on the site's organization and functionality then did all copywriting, graphic design, programming, development and basic SEO for the new site. All these changes have boosted MG&T website traffic and engagement rates. For the e-commerce site, Shamrock created a user-friendly online experience that makes it easy for visitors to search and shop for more than 3,000 of MG&T's most popular products. This website was developed in response to the changing business environment created by



Covid-19: Where the sales team was unable to meet with customers face-to-face this site solved the problem, allowing customers to shop/purchase online.

**WHY IT WORKS**

Shamrock grasped from the onset that, in an industry driven by precision and accuracy, the MG&T brand update would require meticulous planning and creative vision. Our team delivered, turning the old, outdated branding upside down. Emerging with a fresh, high-tech profile, the brand's collateral, tradeshow display and websites now reflect MG&T's world-class metrology products and services.

