



**USMEP**  
US MARKET ENTRY PROGRAM

# Success Stories

 **hamman**  
MARKETING  
ASSOCIATES  
*Your Gateway to US Markets*

“We know what it takes to enter the US Market successfully.”

—Al Hamman,  
President, Hamman Marketing Associates



With more than 30 years of domestic and foreign product marketing and sales experience behind us, we are uniquely qualified to guide your company to a successful entry in the US market



*Your Gateway to US Markets*

**Our Success Stories** are the result of a true collaboration between our clients and our USMEP team. Reaching the US market successfully requires that companies make substantial financial and manufacturing resource commitments above and beyond what may be required to maintain their current customer base.

Despite a manufacturer's best intentions, there are many pitfalls for the inexperienced.

That's why we created the US Market Entry Program (USMEP). We provide all the services your company needs to enter the US market.

First, we'll help you evaluate your products to take advantage of potential strengths and shore up any weaknesses before you start a marketing program tailored for the U.S. Market

Next we'll help you identify key competitors for your product lines and create the best advertising strategy for optimal market penetration, including participation in all major trade shows and advertising in the best-read trade publications to build your brand.

Our creative team will help you create high profile, attractive sales materials from concept through design, including effective art, photography, video, and copywriting for direct mail, trade shows, sales presentations, brochures, and catalogs.

Our Web team will help you build Web sites featuring online sales transactions and e-marketing as well as create a presence on social media sites.

We are your gateway to the US market. We invite you to join our growing list of satisfied clients by contacting us today.

# Success Story: Textiles

Sartex Textiles now ships  
10–15% of its sales volume  
to the US market



## USMEP Helped Sartex Textiles Compete in a Tough Market

USMEP positioned Sartex, a Tunisian finished goods manufacturer, as “the unknown company behind some of the best known brands in the world.”

At the same time, USMEP promoted the company’s competitive pricing, modern equipment and world reputation for manufacturing finished-goods for some of the most prestigious brand names. The campaign asked: “If brands like Levi Strauss, Tommy Hilfiger and others are choosing Sartex, why aren’t you?”

Press releases were sent to key trade and targeted consumer publications to make the link between Sartex and branded fashion resources. The release was also distributed broadly

via the Internet resulting in inquiries from far beyond the American borders.

USMEP’s strategy strengthened relations with existing contractors and helped position Sartex as a major player in the arena of high fashion fabric finishing and manufacture.

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# Success Story: Olive Oil

The 100% Tunisian campaign has resulted in a 10% increase in olive oil exports.

## USMEP Created '100% Tunisian' Awareness Campaign for Packtec

By combining all of Tunisia's exports under one campaign umbrella: 100% Tunisian. Packtec, Tunisian Export Ministry's marketing division, was able to create US market awareness of its centuries old olive oil industry.

The campaign, created by Hamman Marketing Associates, featured trade and consumer magazine advertising, special events and trade shows, a dedicated Web site for olive oil recipes, videos, information, and a 100% Tunisian Trade Mission video documenting

a recent mission for US and International food buyers, importers and specialty retailers.

The campaign is designed to expand into other 100% Tunisian products, such as crafts, specialty foods and tourism.

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# Success Story: Seafood

Aquaculture Tunisienne  
acquired new distributors in  
the US and Canada.



## USMEP Created New Market Opportunities for Aquaculture Tunisienne

Aquaculture Tunisienne, a state-of-the-art aquaculture and packing facility located in the Tunisian coastal town of Chott Mariem, is a major producer of sea bass and sea bream. The company wanted to develop new, more robust export markets to maximize its production capabilities and take advantage of the increasingly health conscious US— where concern over obesity is growing.

USMEP helped the company raise awareness among American buyers by emphasizing the health benefits of a diet high in fish protein. In addition to sales collateral distributed at US trade shows, USMEP created campaign ad materials as downloadable PDFs

for distribution via the Internet. Press releases were sent to key trade publications featuring grocery, food and hospitality services. As a result, Aquaculture Tunisienne acquired new distributor relationships and significant sales growth in the United States and Canada.

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# Success Story: Medicine

Atlas Medical's over-the-counter home medical tests are poised for FDA approval



## USMEP Brought Industry Attention to Atlas Medical

With its line of quick-result-over-the-counter home medical tests, Atlas Medical was a natural to appeal to “big box” retailers and US drug store chains.

USMEP created and distributed press releases to the trades, accompanied Atlas to a key industry trade show (highlighted by pre- and post-show promotional activities), and built an active network of trade partners in the US.

The product line is poised for FDA approval for the US market. In the meantime, three manufacturers and one “big box” retailer have begun negotiations. After FDA approvals, Atlas will be ready to take the final step into the US market.

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# Success Story: Ceylon Tea

The Original Ceylon Tea Company is now found on more than 2,000 US supermarket shelves from coast-to-coast



## USMEP Powered Accelerated Growth for The Original Ceylon Tea Company

After launching its pure high mountain-grown Ceylon green tea in the US market, The Original Ceylon Tea Company profits climbed significantly in the first year. The Original Ceylon Tea Company, based in Austin, Texas, was a fairly successful online purveyor of “the best tea in the world,” with a tremendous potential to grow the tea category among traditional ‘bricks and mortar’ grocery retailers.

USMEP included a market research report of the competitive environment to establish a premium position in the marketplace. From there, USMEP did a complete package redesign to make the product stand apart in the competitive retail environment, including a point-of-purchase merchandising system.

Next, USMEP introduced collateral sales materials and a robust campaign of public relations activities to announce the product to

the trades. USMEP also created highly effective trade show graphics and related promotions to maximize that investment.

The sales process was handled through a US office, with ongoing marketing communications support to this day.

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