



#### PUBLIC RELATIONS & ADVERTISING

A logo was developed to be used with the public relations efforts, as well as create a strong identifiable mark for the packaging.

Media relations was used to introduce the new Raybestos product, Z Pak™, before it was available on the market.

The new product was also promoted through the company newsletter prior to introducing it to the public.

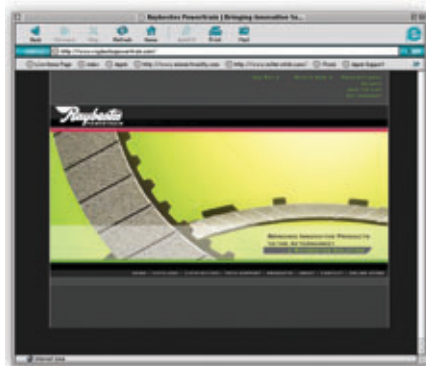


#### ADVERTISING

Packaging was designed to emphasize the product's key benefit of handling extreme heat.

#### OUT-OF-HOME

The trade show display was developed to provide show-stopping visual impact to reinforce the Raybestos Powertrain pledge.



#### INTERACTIVE MEDIA

The web site was developed as an integral marketing tool to introduce new products, provide product sheets and catalogs to distributors, as well as provide technical support to the end user. The look and feel enhances the visual consistency of the ad campaign, packaging and collateral materials.



#### ADVERTISING

A visually powerful ad campaign promoting new products was developed to brand Raybestos Powertrain as the market leader in bringing innovative solutions to the aftermarket.