

# Case Study Publicity Campaign

## Client

### Crystal Window & Door Systems

National manufacturer of  
vinyl and aluminum  
windows and doors and  
high-end fenestration  
systems

## Challenge

Provide strategic consulting and tactical marketing support services for entrepreneurial company seeking rapid growth and market penetration.

## Actions

- Developed comprehensive multi-year public relations and publicity campaign.
- Execute ongoing publicity through feature stories, news releases, expert articles, media interviews, events and awards.



## Awards

- ✓ Window & Door Magazine Top Manufacturers in North America List since 1999
- ✓ Inc. 5000 Fastest Growing Companies
- ✓ Ernst & Young Entrepreneur of the Year
- ✓ Crain's Top MBE
- ✓ US Dept. of Commerce National Minority Manufacturer of the Year
- ✓ *And many more*

## Results

- Publicity campaign generates millions of dollars in equivalent advertising value and continues to increase target market awareness nationally.
- Crystal Windows has received numerous industry and business awards based on nominations submitted by Livingston Marketing.
- Crystal Windows' sales tripled in ten years, with the company expanding from one to four manufacturing locations.