

# AMIAD: Maximizing Industry Exposure and Executing PR Strategies



## THE CHALLENGE

Amiad Filtration Systems specializes in the water industry, manufacturing everything from plastic filters for consumer use to massive treatment systems for U.S. Naval aircraft carriers. Within this vast product range is a number of target audiences with which Amiad must

communicate. The company has developed a focused public relations strategy and uses Mindjet tools to bring it to life.

## THE SOLUTION

Jim Lauria, Vice President for Marketing and Business Development at Amiad's U.S. office in Oxnard, California, starts every Mindjet planning session with a PR project overview: the purpose, principles, and desired outcome are all outlined. The Mindjet platform has helped Amiad create and publish content in a range of industry publications.

"Mindjet offers a powerful tool for bringing information into focus," says Lauria. "That focus starts with an understanding of the target we want to reach and the objective we want to accomplish. With a Mindjet map, we can illustrate those fundamentals directly on the screen. There, we can oversee the entire process and link ideas into the objectives to make sure we're achieving the right result."

Lauria uses Mindjet tools extensively when he collaborates with his public relations consultant, Steve Werblow. Together, they craft articles and presentations about current and future trends in the water industry.

"Our offices are 800 miles apart, but we can get together in a web-based meeting, put a map up on the screen, and collaborate just as though we were sitting at a desk," Lauria notes. "The Mindjet platform is flexible enough that we can brainstorm a concept, narrow our scope to fit a particular audience, and build out our ideas knowing we're going to capture it all. It's easy to introduce information and move it around as we discuss the organization of an article without interrupting the flow of conversation."

"In our map design sessions, we first build a skeleton, linking key supporting information to our individual points," says Lauria. "Steve can then put meat on the bones, and we come back together by phone or web conference to trim the fat."



Founded in 1962, Amiad Filtration Systems has been a leader in filtration technology for fifty years. From massive industrial and municipal installations, to sturdy home landscaping filters, Amiad has created clean water solutions relied upon by over seventy countries.

## CHALLENGE

Begin an initiative for a more streamlined PR project management process. Provide thought leadership content to trade magazines to address the specific audience needs and enter industry conversations.

## SOLUTION

Use Mindjet to brainstorm, target, focus, and outline articles for key audiences. As well as to collaborate via web-based meetings.

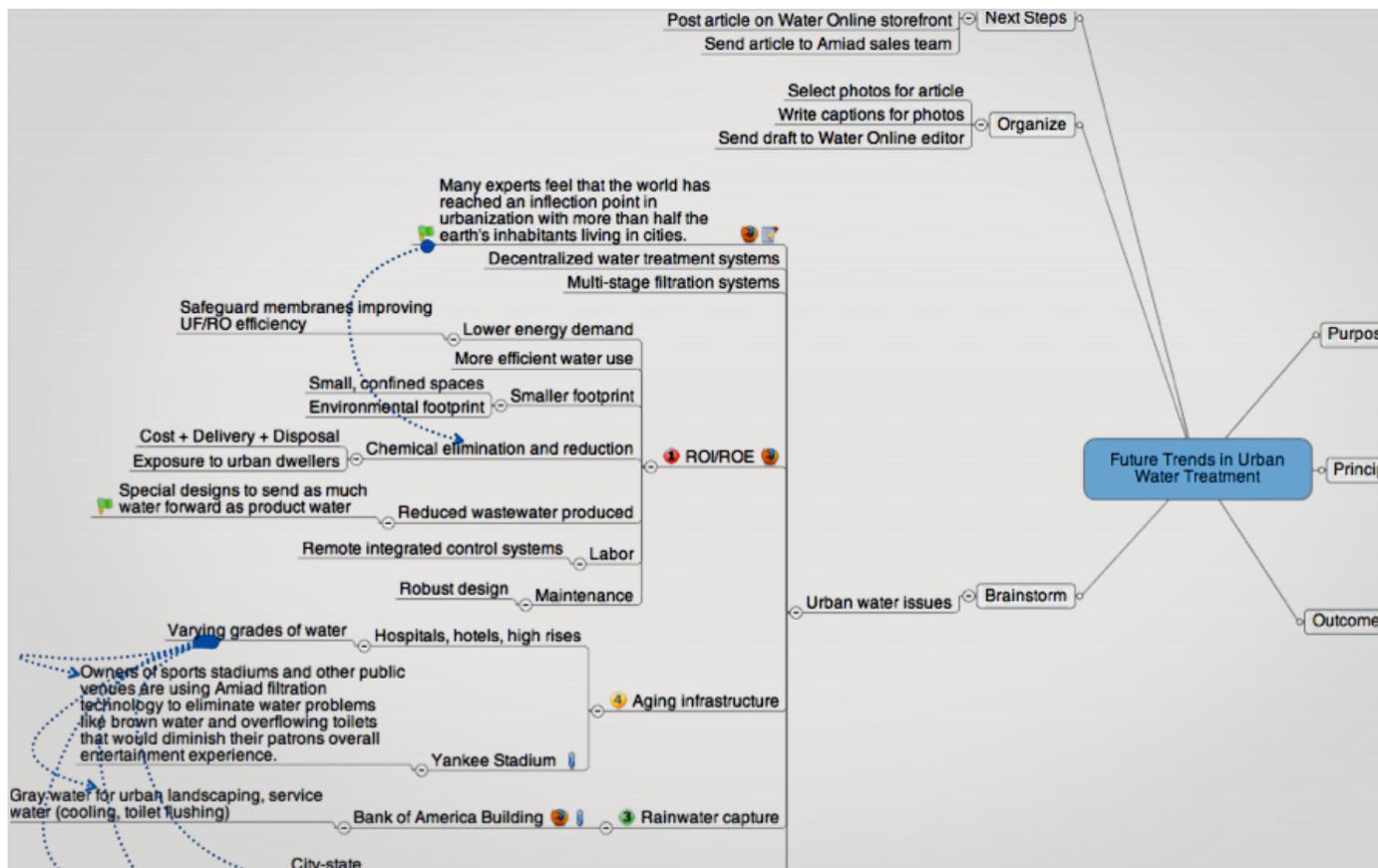
Create access and transparency by attaching content, links, and relevant documents to information maps.

## RESULT

Saved over \$10,000 per year in meeting and transportation costs by making long-distance brainstorming effective.

Improved content accuracy and use by linking key points to supporting data and documentation.

High quality, well-positioned articles have yielded Amiad a solid reputation in the water treatment field.



MindManager allows you to manage a large volume of information from a central dashboard.

“The ability to link map elements to documents and web pages is extremely powerful,” he adds. “With the enormous volume of information we need to draw from—sometimes just to support a single point—it’s great to have all relevant details a click away.”

### THE RESULTS

Through the team’s efforts, Amiad has created high-caliber content on a variety of topics in leading water industry magazines, including cover stories in Water Online, Water & Waste Digest, WaterWorld, and Industrial WaterWorld.

Many of Amiad’s articles focus on achieving both Return On Environment (ROE) as well as Return On Investment (ROI). Luria says Mindjet helps him and Werblow reduce both the need for face-to-face meetings as well as attendant travel costs—saving at least \$10,000 per year.

“We’re proud to be featured in leading trade publications while building our reputation for concise, detail-oriented articles,” Luria says. “Mindjet helps us achieve that level of performance in publication after publication. With it, we can help editors share fine-tuned information with their readers and continue to build Amiad into a thought leader.”

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Jim Luria, Amiad VP of Marketing and Business Development

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