

Wahl Marketing Communications

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Doran selected as the “Marketer of the Year” by the Cincinnati chapter of the American Marketing Association

Cincinnati, Ohio – Doran Manufacturing, LLC was announced as the winner in the For-Profit category at the 2nd annual ‘Marketer of the Year’ reception for the Cincinnati chapter of the American Marketing Association held on May 7th at the Drees Pavilion in Devou Park. Doran earned the award for the creativity and effectiveness exhibited in the new Doran 360™ tire pressure monitoring systems product launch campaign.

“I am proud to accept the award from the AMA on behalf of the Doran team members and marketing partners that we worked with to introduce our new Doran 360™ tire pressure monitoring systems to the RV, motorcycle and commercial truck/trailer fleet markets.” said Jim Samocki, General Manager at Doran. “I truly believe that a solid product is at the core of any effective marketing campaign. Our sales growth over the past twelve months indicates that we made the right move to be disciplined and extremely diligent with identifying the end-users’ needs (in all three markets) to design extremely reliable and user-friendly systems. In addition, this award is a true symbol of the open collaboration between a variety of Cincinnati-based marketing companies to create a consistent campaign across multiple media platforms and I’d like to thank our outside vendors for their help:

- Jill Cowman - Go ZapIT: website design and organic SEO
- Doug Hall – Eureka Ranch!
- Matt Kirk – SugarTree: branding and messaging
- Gibson Olpp - Osborne Coinage: pay for click optimization
- Mark Stretch – Dovetail Group: print ad content
- Mike Stretch - Steadfast Studios: print ad creation
- Jim Wahl – Wahl Marketing: press release campaign
- Ande and Sandy Weinstein - Tin Box Studios: packaging and literature

“We received an increased number of high caliber candidates for this year’s Marketer of the Year Award from our chapter of the American Marketing Association.” said Hilarie Joseph, Chapter President - Cincinnati AMA. “Overall, the selection committee felt that Doran’s ability to coordinate a consistent, yet unique, approach to multiple target markets across a variety of marketing platforms during the launch of their new Doran 360™ tire pressure monitoring systems was impressive and deserving of the honor.”

With over 600 members in the Greater Cincinnati/Northern Kentucky area, the Cincinnati AMA is considered the place to tap into marketing know-how, learn what’s hot in marketing today and spur professional development. Cincinnati AMA members represent a wide array of marketing and marketing research roles in the public, private, academic and not-for-profit sectors. For additional information on becoming a member or upcoming events, please visit the website www.cincinnatiama.org.

Cincinnati based Doran Manufacturing has been providing transportation safety products for RVs, school buses and commercial trucks for more than thirty-five years. In addition to tire pressure monitoring systems, the company provides terminals and terminal boards, LED and Incandescent Exterior Light Monitors, Sleeping Child Check® monitors, Emergency Exit Monitors and a full range of LED lighting products.

For more information on the Doran 360™ tire pressure monitoring systems, please call toll-free (866) 816-SAFE (7233) or visit the company's website at www.doranmfg.com. You can also contact them via e-mail at samocki_jim@doranmfg.com or write to Doran Manufacturing, 2851 Massachusetts Avenue, Cincinnati, Ohio 45225.



From Left-to-Right:

Jesy Herron - Cincinnati AMA Co-Chair of Marketer of the Year event; Jim Samocki, Doran – General Manager; Lee Demis, Doran Sales Manager; Hilarie Joseph, Cincinnati AMA - President; Cresta Lewis, Cincinnati AMA - VP Special Events

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