

## TRADE SHOW VIDEOS

Our team can capture your team in action at SEMA, AAPEX, PRI or any other trade show you attend. We can help you to create a booth teaser, executive interview or 3-5 minute product or brand video that can be shared with Engine Builder's engaged digital audience as well as posted to your own video channel. Create a virtual "trade show" for readers who can't travel due to budget or other constraints.

Various packages available to meet your needs. Contact your **Engine Builder** sales professional for information.



## BABCOX RESEARCH

Let Babcox Research build your market knowledge and competitive advantage with insightful research solutions tailored to your needs. We offer a full spectrum of market research capabilities.

### OUR EXPERIENCED RESEARCH TEAM SPECIALIZES IN:

- Target Audience Analysis
- Brand Studies
- Product Tests & Preferences
- Trade Satisfaction
- Buying Behavior Trends
- Social Listening
- Focus Groups

We manage all phases of research projects, including the development of the project overview, an outline of objectives and deliverables, sampling, data collection, tabulation, statistical analysis and reporting.

**Babcox Media can help you reach the right audience, with the right message, every time, with our integrated, centralized audience resource and our custom marketing services and solutions.**

## CENTRALIZED AUDIENCE RESOURCE (CAR)

Maximize your marketing spend by using CAR, our Centralized Audience Resource. The Babcox CAR helps you identify the right target audience, the right media and the right message to deliver at the right time.

### ABOUT CAR:

- An integrated, centralized audience database covering the automotive, powersports and truck fleet aftermarkets.
- Contains contextual data for demographics and engagement.
- Contains behavioral data based on topic, interest areas and engagement metrics.
- Customized filter options to select specific titles, companies, functions or geographical areas.



## CUSTOM MARKETING SOLUTIONS

Marketers looking for a turnkey solution turn to Babcox Media for its industry knowledge and ability to connect buyers and sellers. Whether your objectives are to build brand awareness, generate leads or provide information to your customers, Babcox Media can help. Our team can create a custom solution for any marketing need including:

- Lead generation campaigns
- Direct mail
- Video production
- Custom publication (print and online)
- Branded content and content for social media
- Custom events

**THE CUTTING EDGE**  
September 2015

**ROTTLER: THEN & NOW**  
**THE H80 CNC VERTICAL HONING MACHINES**  
**XCELERATE: AUTOMATED PERFORMANCE AND PROFITABILITY**

**BUILDING, MOVING & CHANGING THE INDUSTRY**