

First Order wanted to stand out.

In a highly competitive marketplace, First Order wanted to find a way to get noticed. We started by finding out “what they were really selling.” First Order specialized in a line of survey equipment that met all the industry specifications, but without all the extra “bells and whistles.” Their products met all the standards of precision, yet were substantially cheaper than their competitors, providing affordable compliance.

We then asked, “who cares?” Turns out that most of First Order’s customers weren’t company owners, but buyers who were tasked by their employers to source the equipment needed. The real benefit to the decision makers was being able to meet their employer’s requirements at a fraction of the price, looking like “heroes” in their boss’ eyes.

Looking at the competitors’ ads, we discovered an opportunity to stand out. Most ads were densely packed with pictures of the products, and exhaustive lists of features. We took the “heroes” concept to an extreme conclusion, while making sure the ads were clean, eye-catching and had an absolute minimum of text. In fact, two of the ads *didn’t even show the product*.

Buying from First Order has its consequences...

You can be a hero in your office. With our new Spectra Precision line, you can outfit your company with top-of-the-line products for a fraction of the price.

How far you take the whole ‘hero thing’ is up to you.

Make your next order First Order.

First Order Measurement Solutions Inc.
1.877.433.0689 • www.firstorder.ca

First Order
Measurement Solutions Inc

The ads were a hit. They generated positive phone calls, conversations at trade shows, and cemented the brand firmly in the customers’ minds. Many customers actually cut the ads out and pinned them above their desks.



Two of the other ads in the campaign.

“The Rogues offer a great perspective on marketing. Their creative ideas are often outside of the box and exactly what our company needs to get noticed! Many of the ads that they created are still favourites with our customers and suppliers!”

Bryan Rolph - First Order Measurement Solutions

Some of First Order’s customers still have these ads pinned above their desks to this day.