

Integrated Program

Here's A Promotion That Went to the Doggs

Challenge

There are several suppliers of snow plows and accessories in the market with three of them representing over 60 percent market share. Buyers Products just entered this market a few years ago and was seen as a small player and no immediate threat. Our challenge was to help them gain visibility and recognition as a viable player that was focused and dedicated to this market.

Solution

Together with Buyers, we developed an integrated program to reach our target audience using testimonials to tell our story of a quality product at a very competitive price. By utilizing false covers, cover wraps and other premium positions, we were able to gain the needed visibility and recognition. At their major trade show, Buyers Products sponsored a CEO of the Year Award, which helped them gain more visibility, and helped establish them as a company dedicated to this industry. Other program elements included demo inserts, unique URLs and microsite for tracking, use of QR codes, video, electronic ads, banners and e-newsletters.

Results

We were able to accomplish our two main objectives of the program – establish Buyers as a player in the market and subsequently helped them build their brand and market awareness.

We helped Buyers become the leader of the pack.

