

CASE STUDY

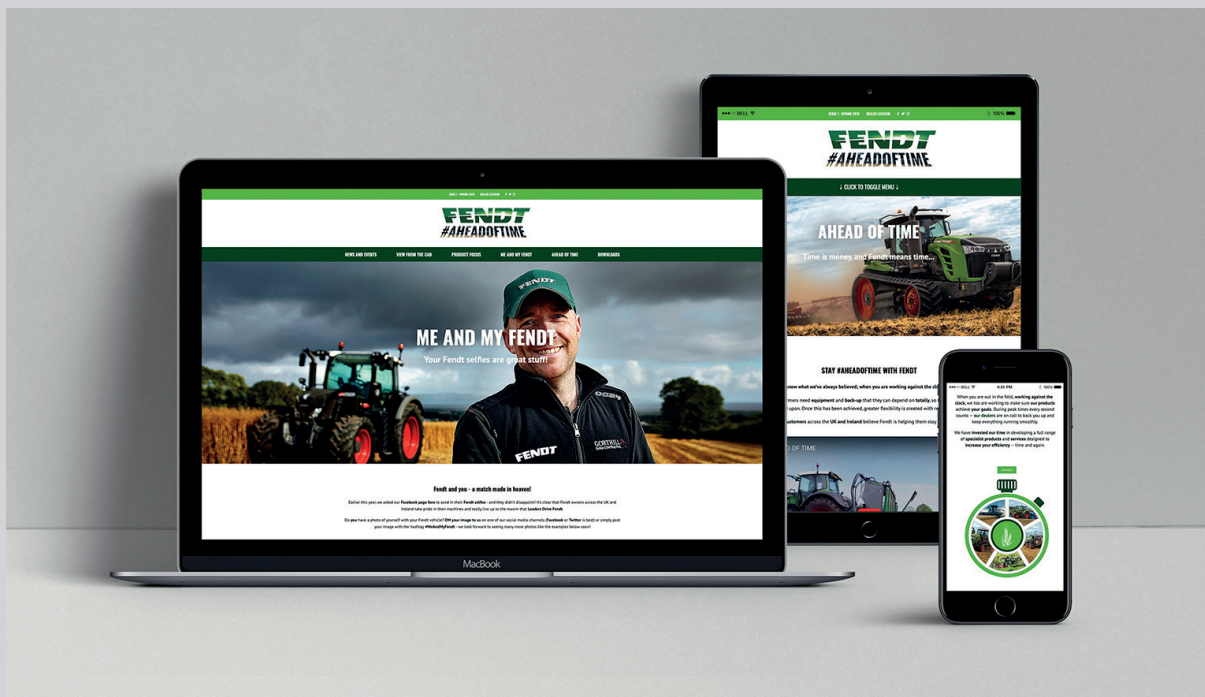
Dealers over the moon with time machines concept

Widely considered the most aspirational tractor brand on the market, Fendt have manufactured agricultural equipment since 1930. Fendt are now a full-line machinery provider, following several group mergers and external acquisitions.

Fendt UK dealerships were feeling increasingly concerned that their core business was becoming diluted. Additional machinery bearing the Fendt badge was priced at a premium compared to other established brands. Dealers were concerned they couldn't compete like for like. Our challenge was to position Fendt as a full-line provider of agricultural equipment, while at the same time energise dealers.

Fendt's pioneering spirit led to our 'Ahead of time' concept. Fendt machines save valuable time for farmers, they are... time machines. We also moved the conversation upstream by grouping products into specific agricultural sector categories, helping Fendt dealers hold new conversations about complete packages to farming businesses.

'Ahead of time' secured unparalleled dealer buy-in. Our support included brand design, digital platforms design / build, integrated campaigns, print management, social media management, photography / video production. Our management of Fendt's social media during this campaign saw engagement increase over 1870% in just five months. ■



"Our challenge to Greensquare was to enrich their highly successful outgoing campaign with a new creative idea. The team took this on with relish and created exciting new solutions to meet the demands we face."

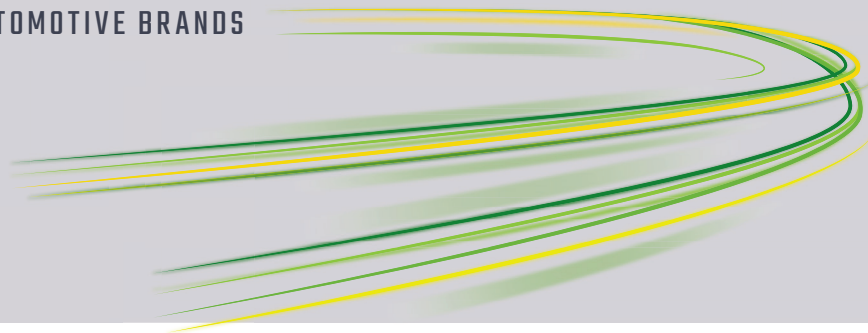
RICHARD MILLER – SALES PROMOTIONS AND BUSINESS SUPPORT MANAGER, FENDT ADVERTISING



Whatever the vehicle type, we use our unique expertise and experience in the sector to help automotive brands activate awareness and accelerate sales.

For a consultation contact Phil Westwood:
07792 096159 or phil@gsbd.co.uk

DRIVING AUTOMOTIVE BRANDS



greensquare®

1745 Warwick Road, Knowle, Solihull, West Midlands B93 0LX | +44 (0) 1564 772390 | hello@gsbd.co.uk
gsbd.co.uk