

# CASE STUDY

## Ensuring product launches hit the ground running

The lineage of the Terex backhoe loader can be traced back to the 1950's Massey-Harris tractor digger shovel. When Terex became custodians, lack of investment by previous owners had relegated these machines to bit part players in the global construction market. However, Terex had a plan...

Four machines. Four launches. Four years. That was the brief from Terex Construction, who asked us to support them as they launched their new range of backhoe loaders. Our challenge was to create a campaign that reflected Terex's optimism in their new line of machines. The market was sceptical, Terex had one shot at making an impact.

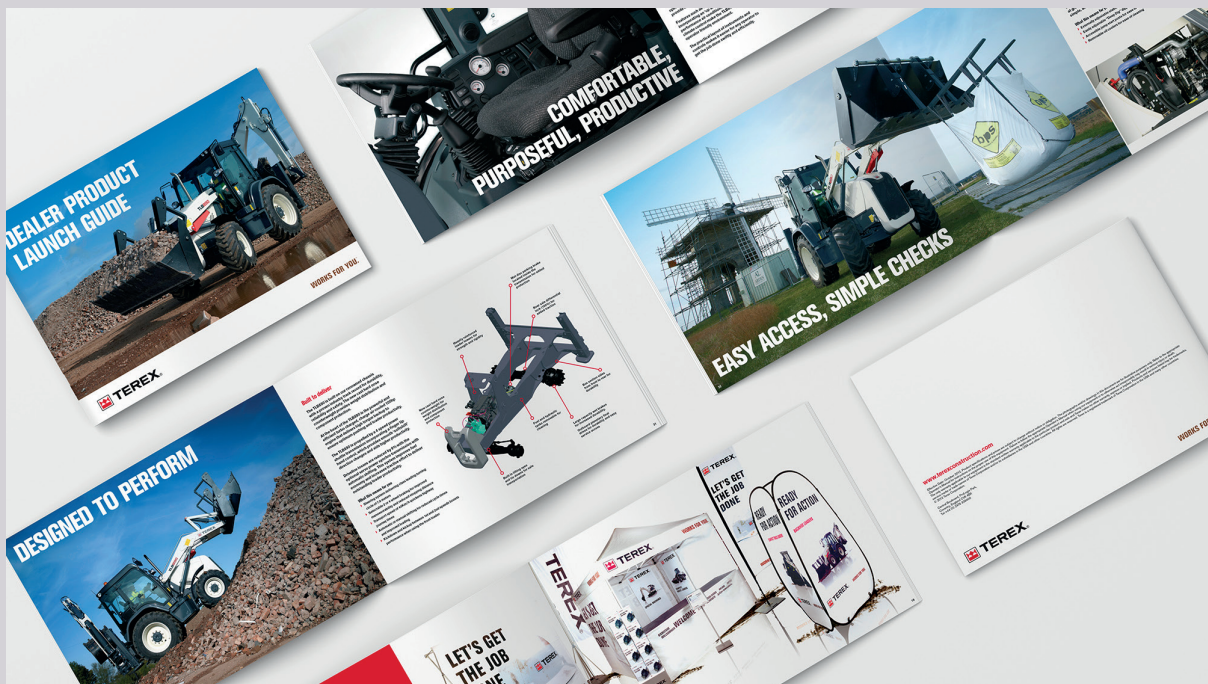
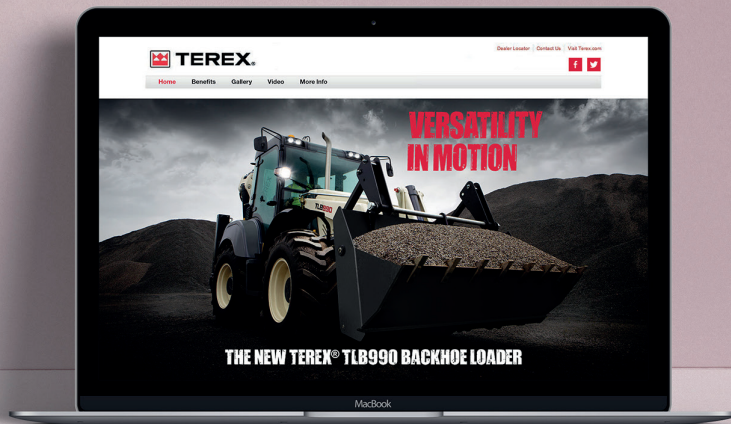
Change was needed, so change was delivered. Our 'Breaking new ground' campaign launched the TLB840 backhoe. An immediate global hit with both dealers and customers, the campaign was successfully translated across everything from brochures and training kits, to launch events and advertising.

Building on the momentum of the TLB840 launch, we joined Terex's backhoe loader steering group. We introduced customer profiling and uniquely targeted messaging for the further three models: TLB890, 990 and 870. Campaigns were successfully rolled out across all regions. Market growth increased by 18% within a year of the TLB840 launch. ■



*"Following the successful launch of the TLB840 we were invited to become members of Terex's in-house development team, providing us with a unique opportunity to shape real business change at ground level."*

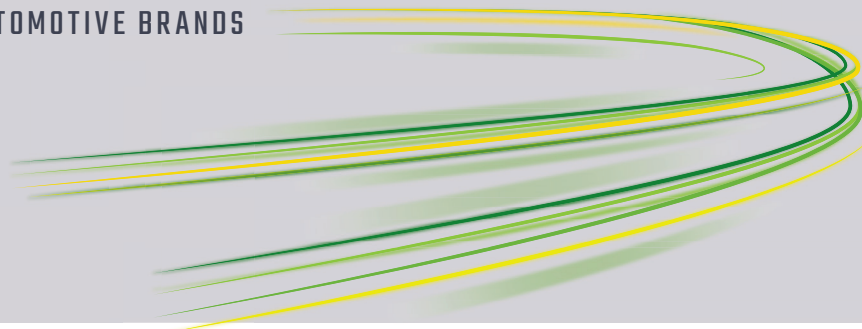
**PHIL WESTWOOD, CREATIVE DIRECTOR AND FOUNDER, GREENSQUARE**



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For a consultation contact Phil Westwood:  
**07792 096159** or [phil@gsbd.co.uk](mailto:phil@gsbd.co.uk)

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