

# CASE STUDY

## Causing a stir with an awareness campaign

When you're working off highway and need to shift a lot of earth, you need a truck you can depend upon. Sadly, for Terex Trucks their Generation 2 Articulated Dump Truck was beset with performance issues. It's sometimes hard to move perceptions, several upgrades later Terex were still finding it hard work to convince customers to consider their truck.

Terex's challenge to us was straightforward. Unearth an idea that would not only persuade owners and operators to reconsider the truck, but actually pick up the phone or point their mouse in the right direction.

Our solution was the 'Terex Artic Truck Challenge'.

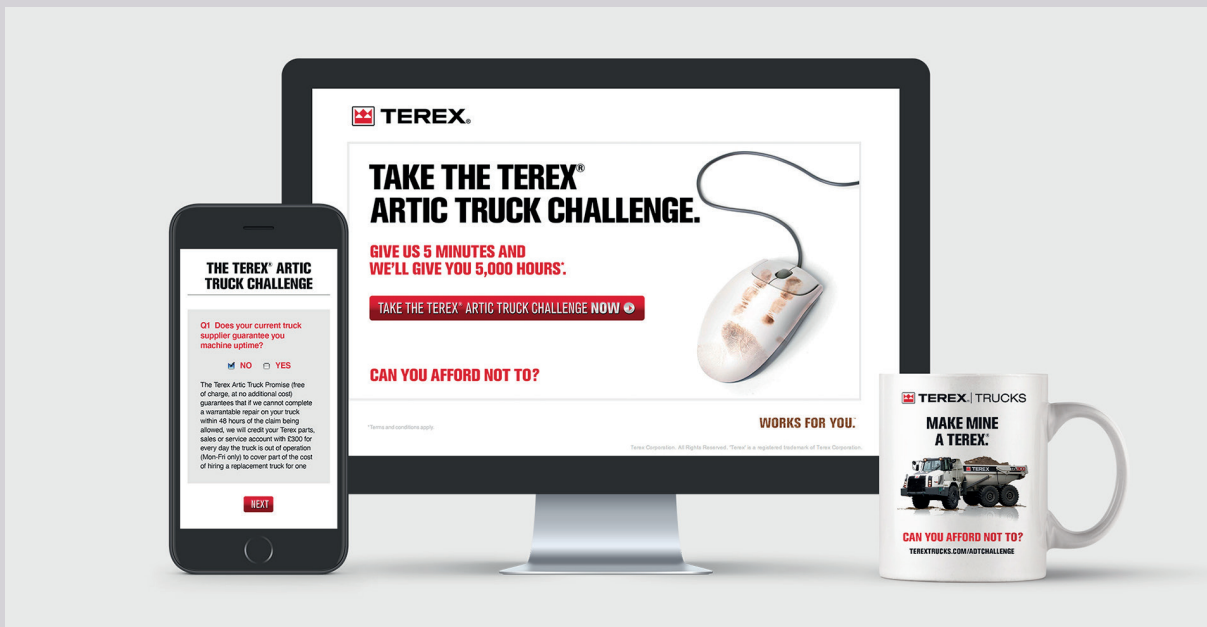
A series of five probing questions designed to ask potential customers to seriously evaluate their current truck against a Terex. Individual landing pages were set up for Terex's regional sales personnel to make it easy to start a conversation. However, it's no use having an online questionnaire without an incentive to make a visit.

Potential targets were sent a personalised Terex tea break. We asked them to take 5 minutes to complete the challenge whilst enjoying a complimentary brew. Like any good cuppa, the mailer went down an absolute treat, conversations began again, doors opened that had remained closed for years. Fleet orders were placed. ■



*"The simple joy of receiving an unexpected gift through the post is more powerful now than ever. It's why our brew in a box mailer was such a big hit. It raised brand awareness in a light-hearted and unanticipated way. The fact everyone loves a brew didn't do any harm either."*

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



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](mailto:phil@gsbd.co.uk)

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