

CASE STUDY

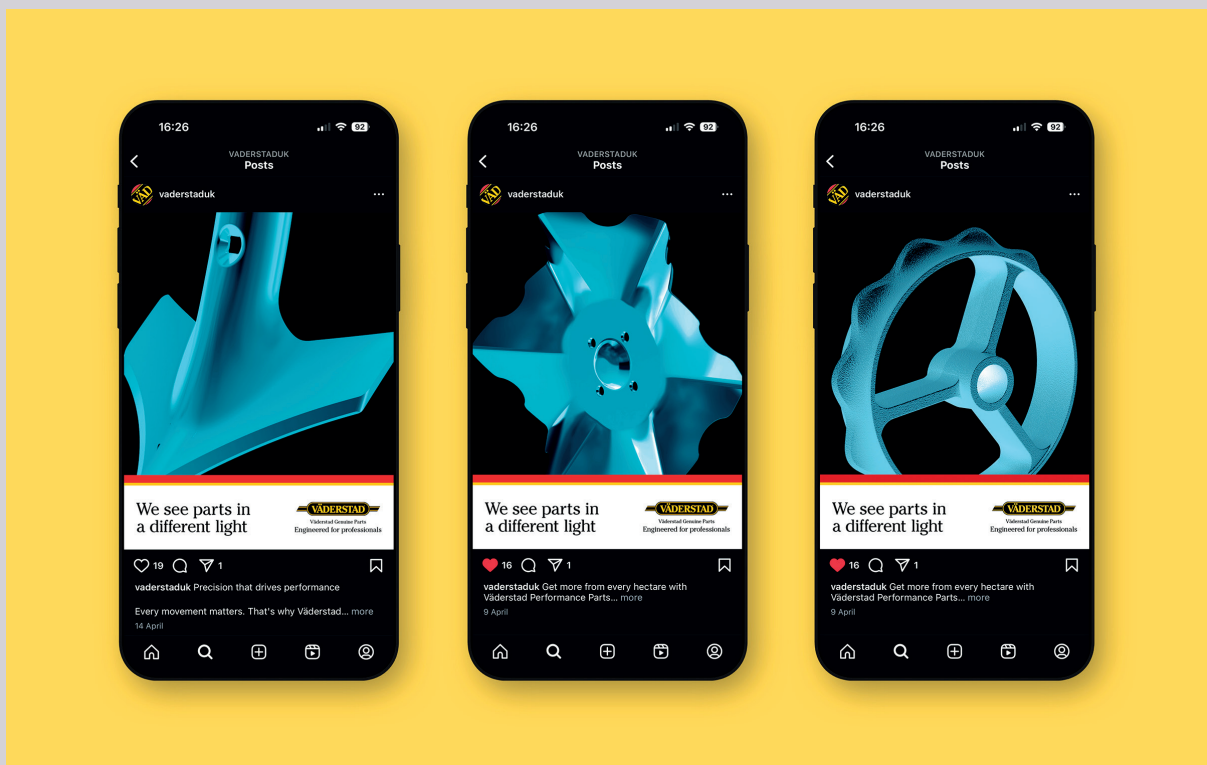
Making the case for genuine parts

Swedish manufacturer Väderstad are pioneers in drilling and cultivation machinery. Fitting non-genuine wear parts to Väderstad machines compromises performance and damages soil health. Väderstad's UK team asked us to generate greater awareness of these facts.

After drilling down to what aftercare means to Väderstad, we discovered where others see parts as a burden, at Väderstad parts are a passion. Naturally, just like their machines, Väderstad genuine parts are made from the finest Swedish steel. In many cases outlasting non-genuine wear parts by up to 6 times.

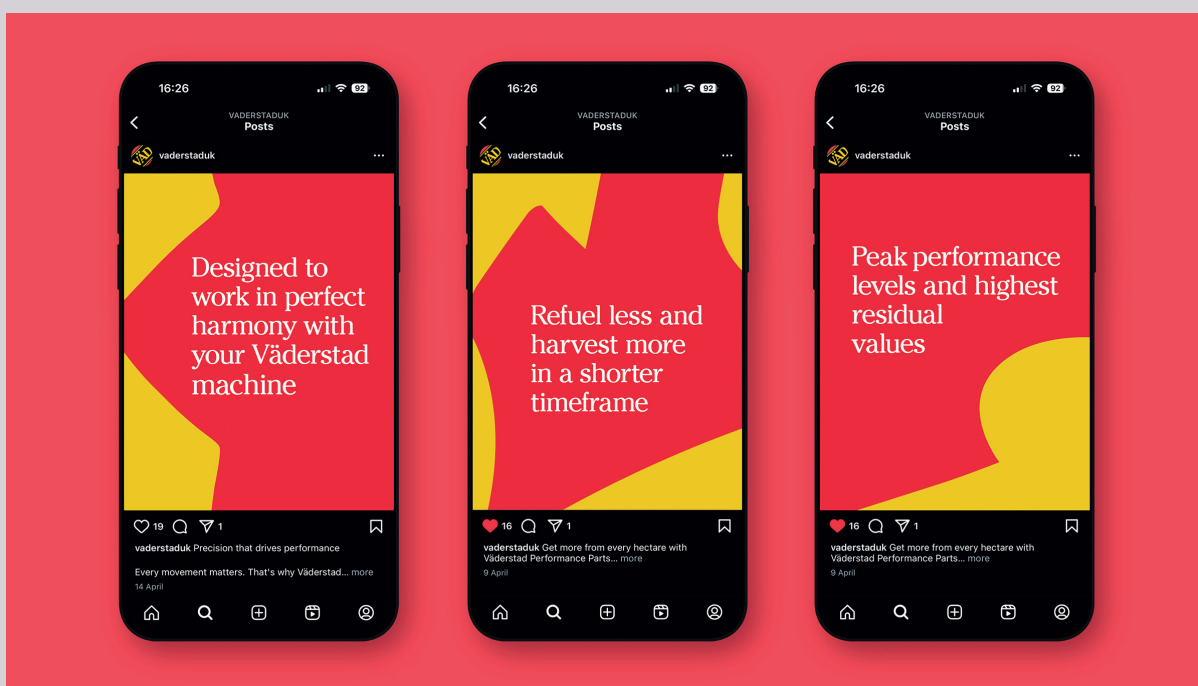
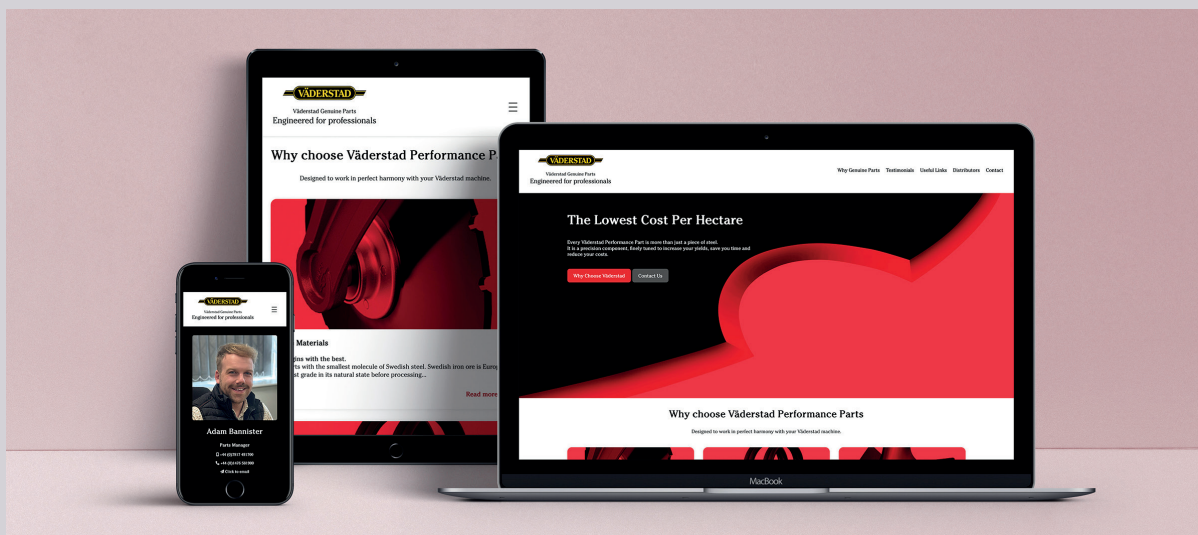
Our strategy for an awareness campaign mapped out several routes, channelling Väderstad's passion for parts and championing the very best of Swedish design-engineering. Our campaign put parts under the spotlight like never before and challenged Väderstad users to think twice before fitting non-genuine parts.

Working alongside Väderstad's UK marketing team, our support included brand strategy, brand design, digital platforms, integrated campaigns, social media management, photography and film production ■



"It was a genuine pleasure working with Phil and his team. Phil's expertise in marketing strategy, combined with his clear understanding of campaign planning and brand development is truly exceptional. If you are seeking a reliable and knowledgeable partner to support your marketing efforts, I can highly recommend Greensquare."

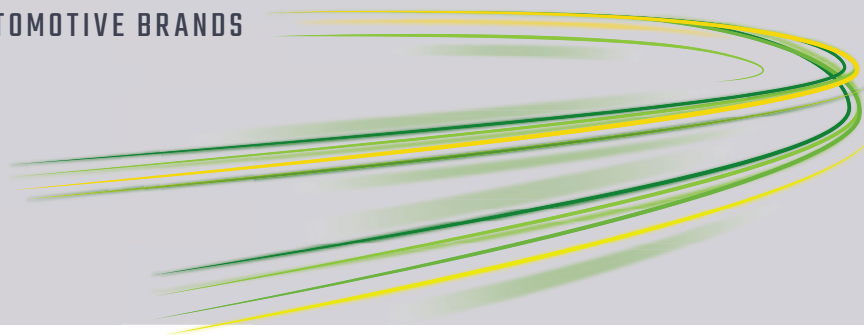
TOM WYLES, MARKETING COORDINATOR, VÄDERSTAD UK & IRELAND



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

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