FINALIST 2013

B2B AWARDS

B2B AWARDS

gyro:

Category number: 5

Category name: Best use of creative

Programme/initiative name: John Deere WorkSight

Agency: gyro

Brand or client: John Deere

URL or microsite: JohnDeere.com/WorkSight

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SUMMARY PAGE

John Deere is a company that has always prided itself on unmatched visibility, but with WorkSight, they're taking that to the next level. That's because it's true next-generation technology. It not only lets you remotely see exactly where your entire fleet is at any time, it also shows what's happening inside each machine—including potential costly problems.

SUMMARY WORD COUNT: 57



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ABOUT THE CLIENT COMPANY

Deere & Company is a world leader in providing advanced products and services and is committed to the success of customers whose work is linked to the land—those who cultivate, harvest, transform, enrich and build upon the land to meet the world's dramatically increasing need for food, fuel, shelter and infrastructure. Since 1837, John Deere has delivered innovative products of superior quality built on a tradition of integrity.

STRATEGY

While WorkSight technology is included as standard equipment on most John Deere machines, very few purchasers take advantage of it or understand the benefits. This campaign was designed to both launch and thoroughly explain the benefits of WorkSight technology to customers in a visual way that breaks through extreme clutter.

OBJECTIVES OF THE CAMPAIGN

Create greater awareness and understanding of WorkSight solutions and the benefits they offer if utilized as a reason to buy John Deere products.



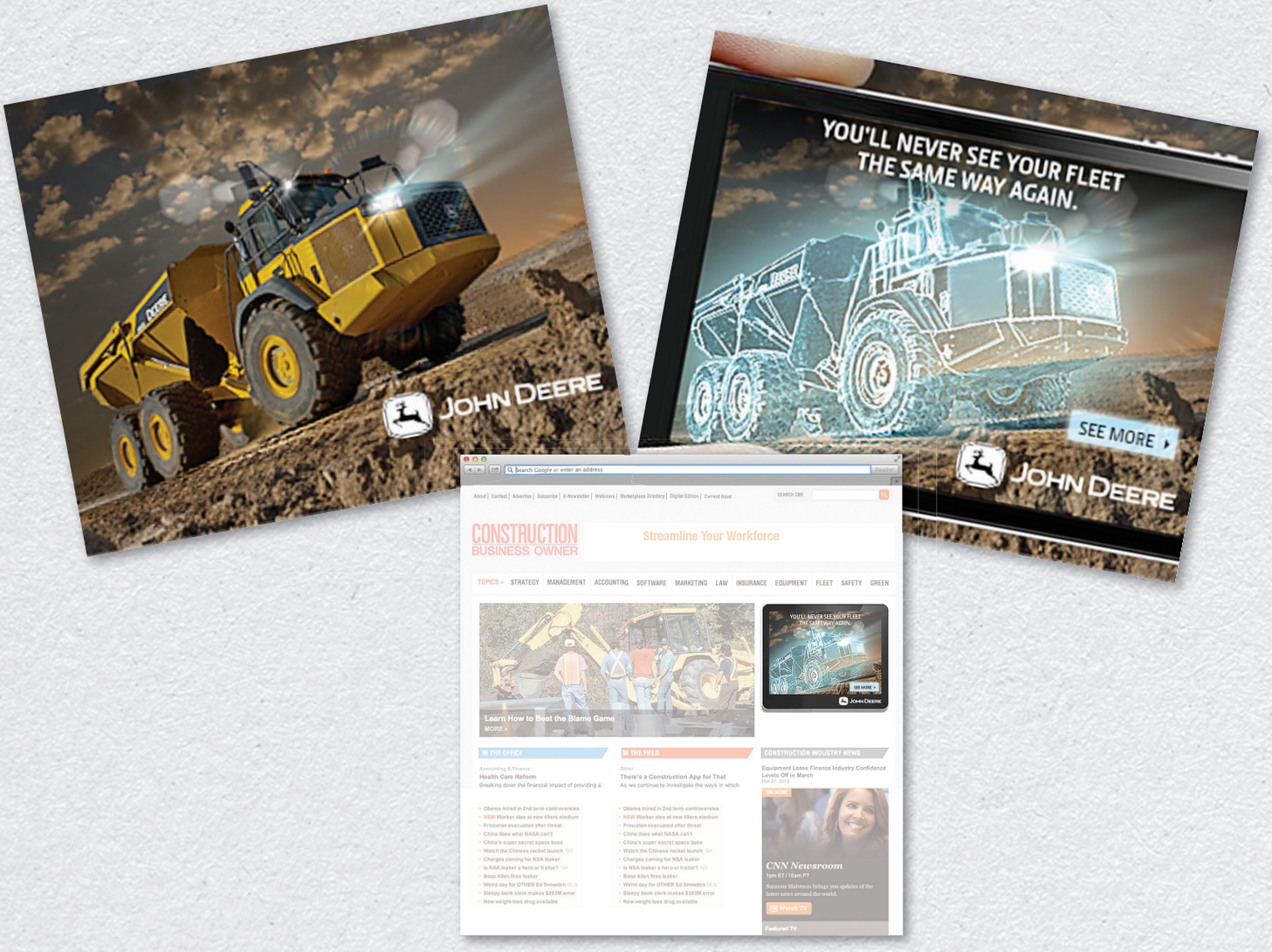
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THE TARGET AUDIENCE

Construction fleet managers and contractors, particularly those with large fleets or equipment in remote locations where it's difficult to manage and monitor equipment health—these have the most to gain and yet are the least aware of WorkSight and its benefits. Since the service is very technical and multi-part, it's a lengthy story to communicate. In addition, local dealers often don't understand the solution and therefore are hesitant to promote it to customers.

MEDIA, CHANNELS OR TECHNIQUES USED

Print and banner ads were used to reach "around" the dealers and generate direct awareness and interest in WorkSight. These led to web pages (www.JohnDeere.com/WorkSight) including detailed descriptions of each part of the service and included video demonstrations to more quickly explain the technical points and benefits.



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TIMESCALES OF THE CAMPAIGN

Research and problem analysis began in early 2012. The WorkSight campaign launched in April of 2012 with first round metrics given in late 2012. The media portions were heavied up following that and are on-going.

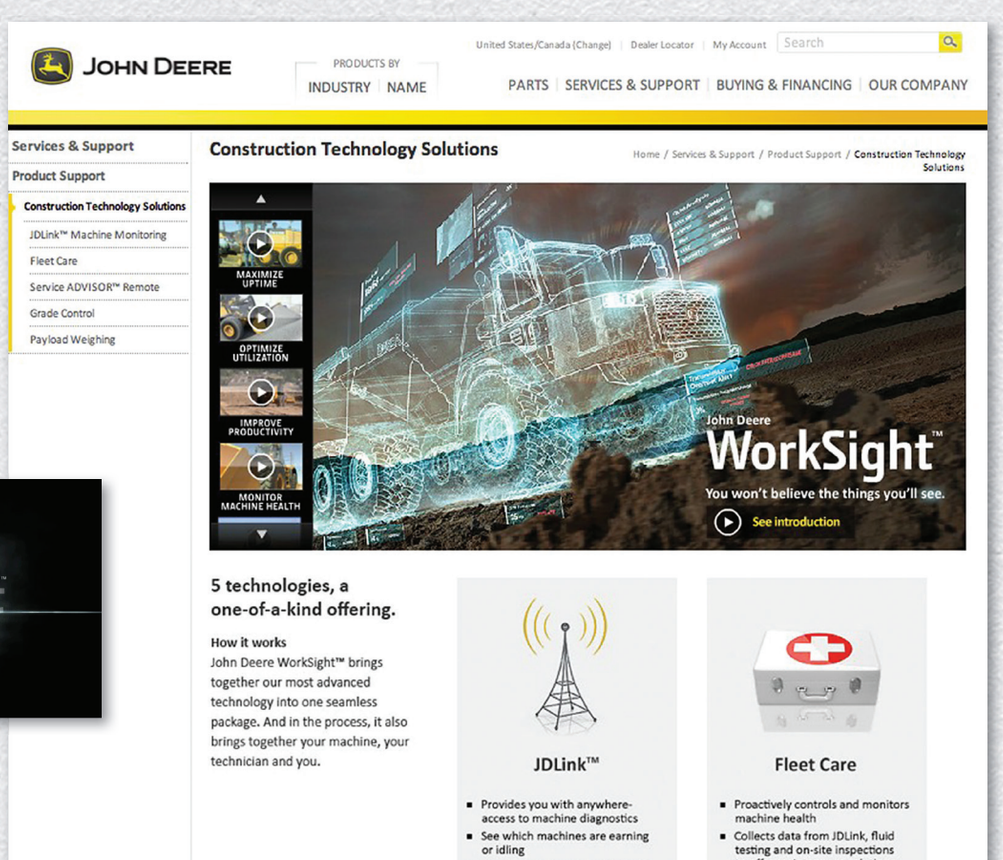
BUDGETS

These details were provided to the judges in the original submission but are commercially sensitive and therefore confidential.

RESULTS

These details were provided to the judges in the original submission but are commercially sensitive and therefore confidential.





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CLIENT TESTIMONIAL

gyro's John Deere WorkSight campaign overcame a couple of big challenges for us: 1) How do you show something you can't see? 2) How do you attract attention to the subject of technology in an industry where iron traditionally takes center stage?

Since John Deere WorkSight software is invisible and the hardware is not exciting to look at, gyro placed the data captured by the technology around the machines it was captured from—along with the recommendations provided to contractors.

The campaign's unique visuals, which were expertly manipulated engineering geometry, had plenty of stopping power within trade publications where yellow machines working on jobsites appear page after page. Even more compelling than the print ads was the overview video for the John Deere web site and YouTube where an actual machine on a jobsite transformed into the print-style visual.

It was a unique, remarkable campaign for a unique, remarkable construction industry offering.
—Scott Ford, Creative Manager, John Deere Construction & Forestry Company

MAIN SUBMISSION WORD COUNT: 471

SUBMISSION END



IGNITE
SOMETHING...

gyro:

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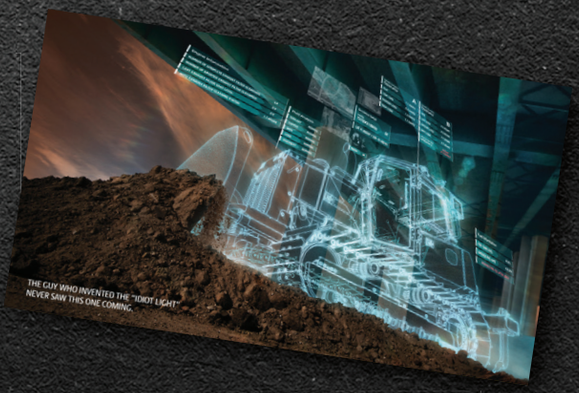
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The idea:
WORKSIGHT.
YOU'LL NEVER SEE YOUR
FLEET THE SAME WAY AGAIN.

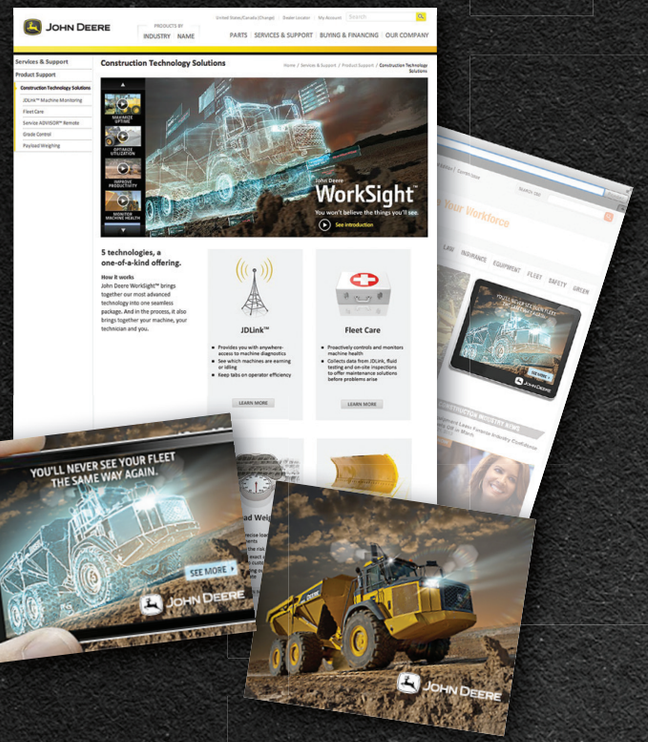


JOHN DEERE

John Deere
WorkSight™







CATEGORY NAME: Best Use of Creative
CATEGORY NUMBER(S): 5
CONTACT: Doug Kamp – Executive Creative Director

CAMPAIGN NAME: John Deere WorkSight
BRAND: John Deere
AGENCY: gyro

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