

B2B Marketing AWARDS 2012
FINALIST

gyro:

Category number: 5

Category name: Best Use Of Creative

Programme/initiative name: 'You're On'

Agency: gyro

Brand or client: John Deere

URL or microsite: http://awards.gyrohsrclients.com/2011/youreon/

SUMMARY PAGE:

How John Deere gave its customers a greater voice within its company, and throughout the industry. And ignited a movement along the way.

When John Deere asked us to develop a campaign on its unique approach to listening, we quickly realized that this wasn't a story to be told, but rather experienced. For starters, every John Deere product in the field today was literally designed from the ground up by customers. It's a painful, multi-year process, which involves heated discussions and costly scrapped plans. But the end products are widely viewed to be the best on the market. Our strategy was to celebrate those who have shared their voice and give others a chance to do the same.

SUMMARY WORD COUNT: 118



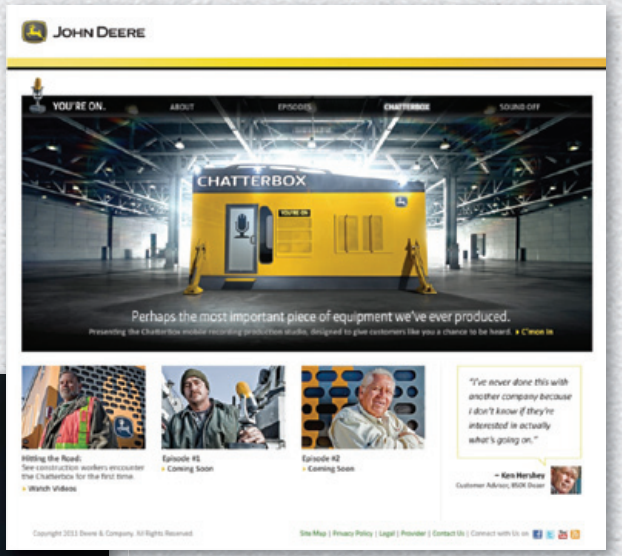
ABOUT THE CLIENT COMPANY

John Deere Construction is the second largest producer of earth moving equipment in the world. While most people in the consumer world associate John Deere with green farming equipment, the fact is they also produce and sell more than $5 billion of yellow iron to construction companies around the world from dozers, to dump trucks, from excavators to whatever.

While its stronghold is in North America, the company is aggressively expanding its presence in the BRIC countries and Latin America.

STRATEGY:

Placing our customers, quite literally, at center stage.
Our strategy was to leverage and showcase one of the greatest untold stories in construction: how John Deere allows its customers to literally help design their machines. We're talking about guys who spending years working side by side with its engineering team. We offered the industry unprecedented access to this one-of-a-kind process and then we did something really unique. We created tools and programs that allowed the entire industry to have a voice – including a customer-disjoined production studio
that we took to job sites around the country.





THE TARGET AUDIENCE

We are targeting owners and operators of earth moving equipment.

From the people who own fleets of equipment to the people who literally sit in the driver's seat for 10 to 16 hours at a stretch. Increasingly, operators play an influential in these buying decisions, either as owner/operators of small businesses, or as the people who test drive equipment and make recommendations to senior managers at larger companies.

In other words, winning over the operator is often the key to closing a sale. And we wanted to be perceived as an operator-friendly producer in the business.

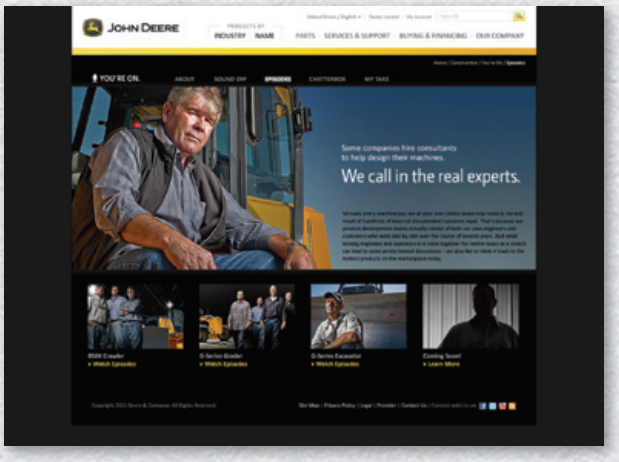




MEDIA CHANNELS OR TECHNIQUES USED

On day one, we rolled out this campaign in every medium imaginable: print, microsites, dedicated Web properties, webisodes, online product ideation tools, dealer activation programs, live events broadcast via web, OOH along the strip of Las Vegas, and an internal launch in which the entire construction division participated.





TIMESCALE OF CAMPAIGN

What was unique about this campaign was the day one velocity we were able to achieve by launching dozens of tactics not only on the same day, but at the exact same moment on March 24, 2011. Since then, we have consistently built out the campaign and taken our mobile production studio to dozens of locations.

BUDGETS

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

RESULTS

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



Client Testimonial

"We asked our agency to highlight our promise of simply listening better to customers and we were thrilled when they came to us with the You're On concept because it's bold and it puts the spotlight squarely on our customers and their insights that drive everything we do."

—Brett Bedard, Director of Marketing, John Deere

MAIN SUBMISSION WORD COUNT: 579

SUBMISSION END



The idea:

YOU'RE ON.

JOHN DEERE









CATEGORY NAME: Best Use of Creative

CATEGORY NUMBER(S): 5

CONTACT: Doug Kamp – Executive Creative Director

CAMPAIGN NAME: 'You're On'

BRAND: John Deere

AGENCY: gyro

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