B2B Marketing AWARDS 2012
FINALIST

gyro:

Category number: 3

Category name: Best Use of Live Marketing

Programme/initiative name: 'You're On'

Agency: gyro

Brand or client: John Deere

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

SUMMARY PAGE:

Putting our customers center stage of a 38,000-square-foot exhibit.
This was the largest exhibit at the largest construction show in the world – ConExpo. And we used it to launch much more than John Deere products. Instead, we used it as a platform to launch the new “You’re On” campaign, which celebrates customers who have helped design its machines. So at the same exact moment those customers began appearing in ads and websites, they were also appearing live on stage, applauded by thousands. And social media tools were not only appearing online, but the entire booth was transformed into a social platform. And talk about your flash mobs. More than 5,000 people attended the kickoff, 100,000 watched live on a webcast and more than 30,000 ultimately came to the booth. All of whom were constantly reminded that, “You’re On.”

SUMMARY WORD COUNT: 138







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 of our exhibit.

The strategy for the exhibit was the same as the entire “You’re On” campaign. First, we set out to celebrate the customers who have the machines. At ConExpo, they took center stage at our 38,000 sf. exhibit. Second, we made sure to give everyone an opportunity to share their voice, within John Deer and throughout the industry. At ConExpo, that meant all 30,000 visitors to our booth.







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.

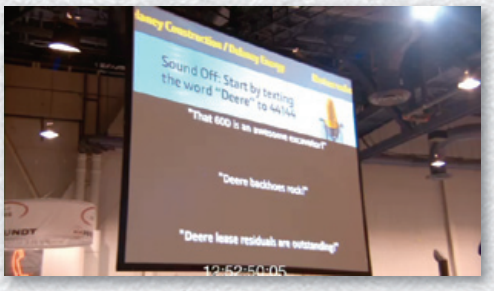
MEDIA CHANNELS OR TECHNIQUES USED

On day one, we rolled out this campaign in every medium imaginable: print, micro sites, 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 – the opening day of ConExpo.

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: 477

SUBMISSION END







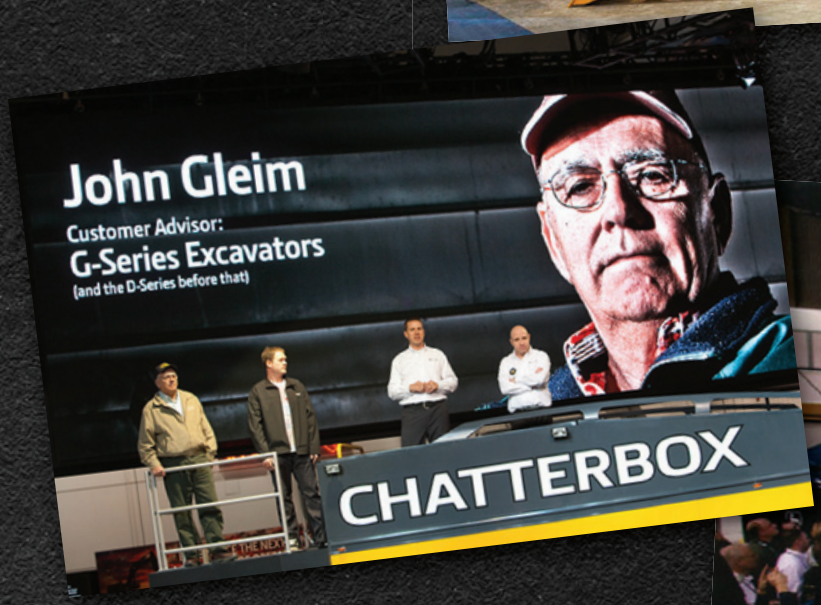
The idea:

YOU'RE ON.

JOHN DEERE









CATEGORY NAME: Best Use of Live Marketing

CATEGORY NUMBER(S): 3

CONTACT: Doug Kamp – Executive Creative Director

CAMPAIGN NAME: 'You're On'

BRAND: John Deere

AGENCY: gyro

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