gyro:

CATEGORY NUMBER:	19
CATEGORY NAME:	BEST PRODUCT LAUNCH CAMPAIGN
CAMPAIGN NAME:	SE5000 EXAKT
AGENCY:	GYRO
CLIENT:	STONERIDGE
SUMMARY WORD COUNT:	143
MAIN WORD COUNT:	1000

B2B Marketing AWARDS 2012
FINALIST

:

"Our mission is to
create ideas that are
humanly relevant"

christoph becker
ceo + cco

SUMMARY

gyro created a launch campaign for digital-tachograph specialists, Stoneridge, to help them capitalize on a unique window of opportunity and wrestle away share from the market leader, VDO.

As the first to market, the SE5000 Exakt tachograph was the only model which could capitalize on the new driving legislation and gave Stoneridge a rare opportunity to take the lead and be the authority on the new 'One Minute Rule' driver regulations.

With Stoneridge's negative brand perception in the market, it was crucial the communications worked hard to deliver the product USPs as well as reinvigorate the brand.

An inventive creative campaign across online and offline channels, supported by pan-European trade advertising, online banners, emails and a stand at the Commercial Vehicle Show created a memorable launch which generated a significant uplift in sales and positioned Stoneridge's SE5000 Exakt tachograph as the market leader.

THE CLIENT

Established in 1965, Stoneridge began life in Ohio as a contract manufacturing business, serving the automotive industry. They have expanded into a global designer and manufacturer of highly engineered electrical and electronic components, modules and systems.

Stoneridge's products are principally targeted towards the commercial vehicle, automotive, agricultural and off-highway vehicle markets.

This product launch focused on a tachograph for the commercial vehicles sector.

Stoneridge

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THE STRATEGY

Fundamentally, Stoneridge has been cast in the shadow of a huge competitor in VDO who has 80% market share in the tachograph sector. The sheer strength of the VDO brand meant that OEMs and Fleet owners were specifying VDO as their default tachograph option, even waiting for new VDO models to be launched before they would consider changing currently installed systems. Meanwhile, workshops themselves were unresponsive to offers from other manufacturers and were advocates of a like-for-like policy on the brand of tachograph they would install and upgrade. With a long product lifecycle, it was almost impossible to break in.

As a brand, Stoneridge had no real brand equity in this market and was massively overshadowed by VDO. In fact the product, deemed to be British and of an inferior quality to the German-engineered VDO tachograph, had perceptions of being cheap, basic, unsophisticated and difficult to use - the opposite of what it actually was.

VDO's product was deemed fit for purpose, after all, to hauliers, a tachograph is merely a component -just a box that sits in the cabin.

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THE OBJECTIVES

At the end of March 2011, new legislation came into play which regulated drivers' hours. In a new world where every single second of driving time would count, only Stoneridge could deliver a tachograph unit which was 'one minute-rule ready' and allowed drivers to log every minute in order to keep them compliant.

Through the SE5000 Exakt, Stoneridge demonstrated that it really understood the Commercial Vehicles market and its customers, delivering a cutting edge product and focused on optimising drivers hours in order to maximise revenues for its customers. Crucially Stoneridge had a one-month launch advantage over VDO.

gyro also identified that these underlying business challenges could, in the majority, be distilled down to issues surrounding Stoneridge's brand perception.

In order to dispel myths about the inferior quality of the Stoneridge tachograph, with perceptions of cheap, British manufacture, it became crucial to highlight the product's Swedish design and engineering. This would allow the product to embody the positive perceptions of being efficient, functional and cool.

To cement this perception, Exakt - meaning 'precise' in Swedish, was added to the original product number SE5000.

All of this was delivered through a messaging architecture of 'When every second counts, you need Swedish efficiency' - placing Stoneridge as the authority on exploiting the one-minute rule and highlighting the Scandinavian design and engineering. This was articulated through simple, standout illustrative styling and brought the benefits of the newly named SE5000 Exakt to the fore.

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THE TARGET AUDIENCE

The target audiences for the new tachograph product covered everyone involved in the purchase, installation and usage of the product, from fleet owners and operators, OEMs, workshops through to the hauliers themselves.

The campaign had to encourage hauliers to stop thinking about tachographs as only a 'box' and make them care about the brand they choose. However, the similarities in product performance across brands and cost meant they would replace like for like or take workshop recommendations.

It was therefore key to target workshops and persuade them to recommend the SE5000 Exakt as well as operators, including fleet specifiers and engineers who, because of increased fuel, taxation, VAT and maintenance spending, are receptive to any cost saving messaging.

V

MEDIA CHANNELS USED

An integrated media mix was used to achieve our objectives and reach the target audience successfully.

An internal launch seminar in Tallinn, Estonia was delivered to ensure stakeholder buy in.

The initial launch was supported by press in all local markets. Ads and supporting online media banners were negotiated with leading Commercial Vehicle publications in Spain, France, Italy, Sweden, UK, Netherlands and Germany.

One crucial element of the campaign was an online 'One Minute Rule' drivers' portal. This was used as a key mechanic to make sure that the commercial benefits of the tachograph were clearly communicated. The portal included a comparison tool that allowed visitors to upload their data to see how much extra drive time they could gain.

Workshops and fleet operators were driven to the site via an email campaign to begin to persuade them to recommend and ask for the SE5000 Exakt.

To drive home Stoneridge's thought leadership positioning, seminars were delivered including sponsorship of the Motor Directors forum.

To ensure maximum visibility to the target audiences, gyro also created an exhibition stand for the Commercial Vehicles show, including graphics, sales leaflets, event giveaways and plasma screen showing the website and comparison tool to encourage engagement.



Exhibition stand



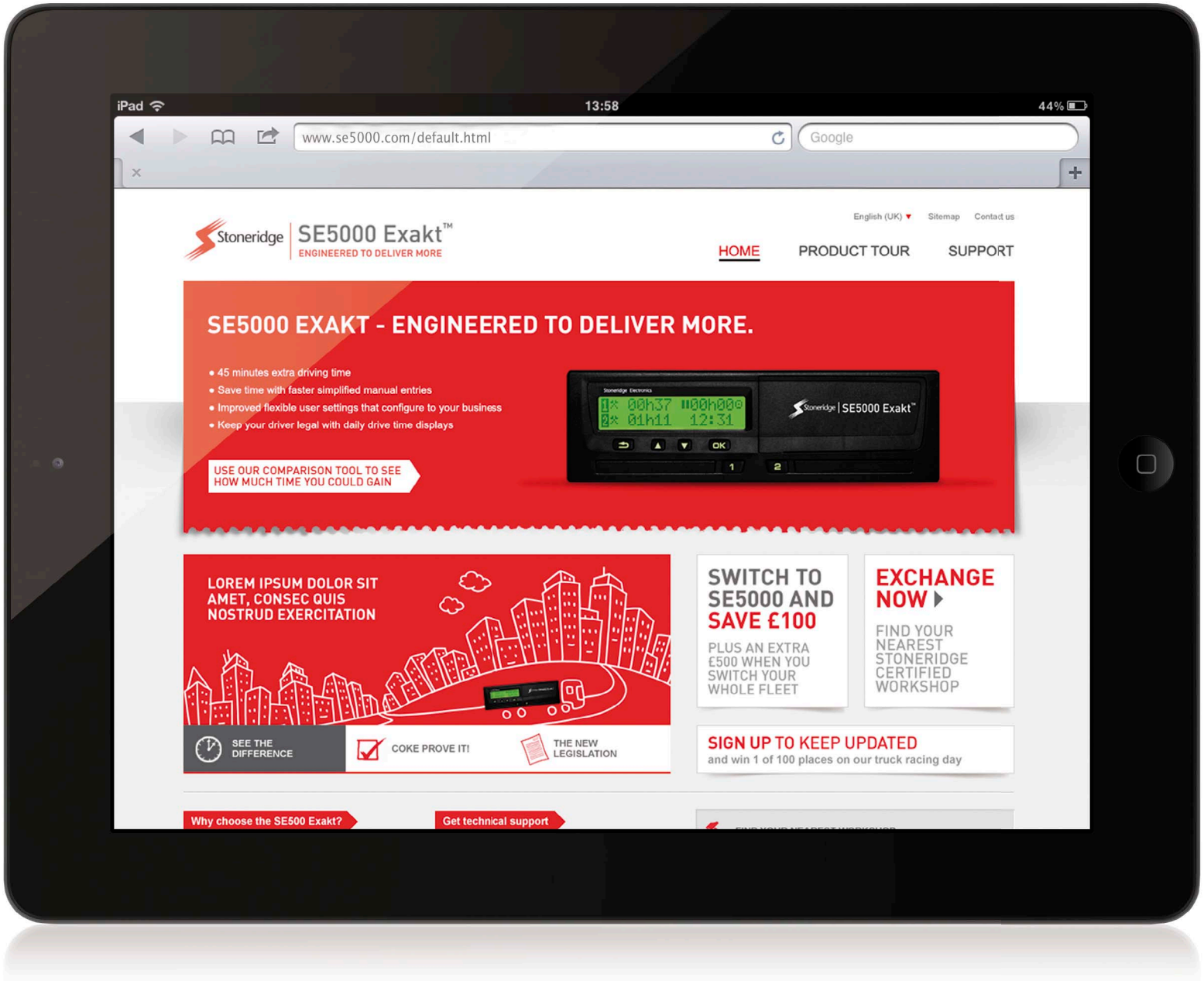
Press adverts



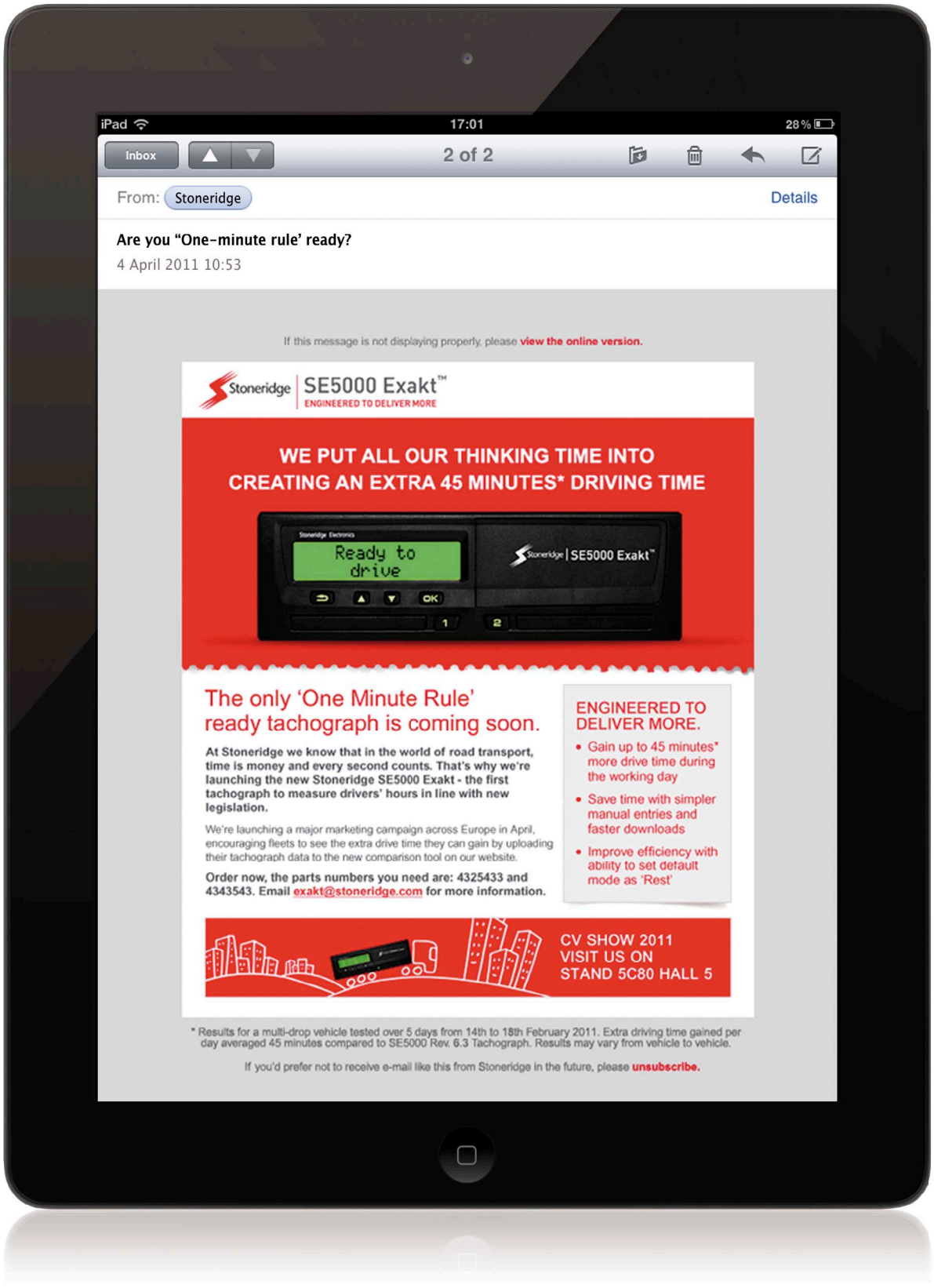
Box Packaging



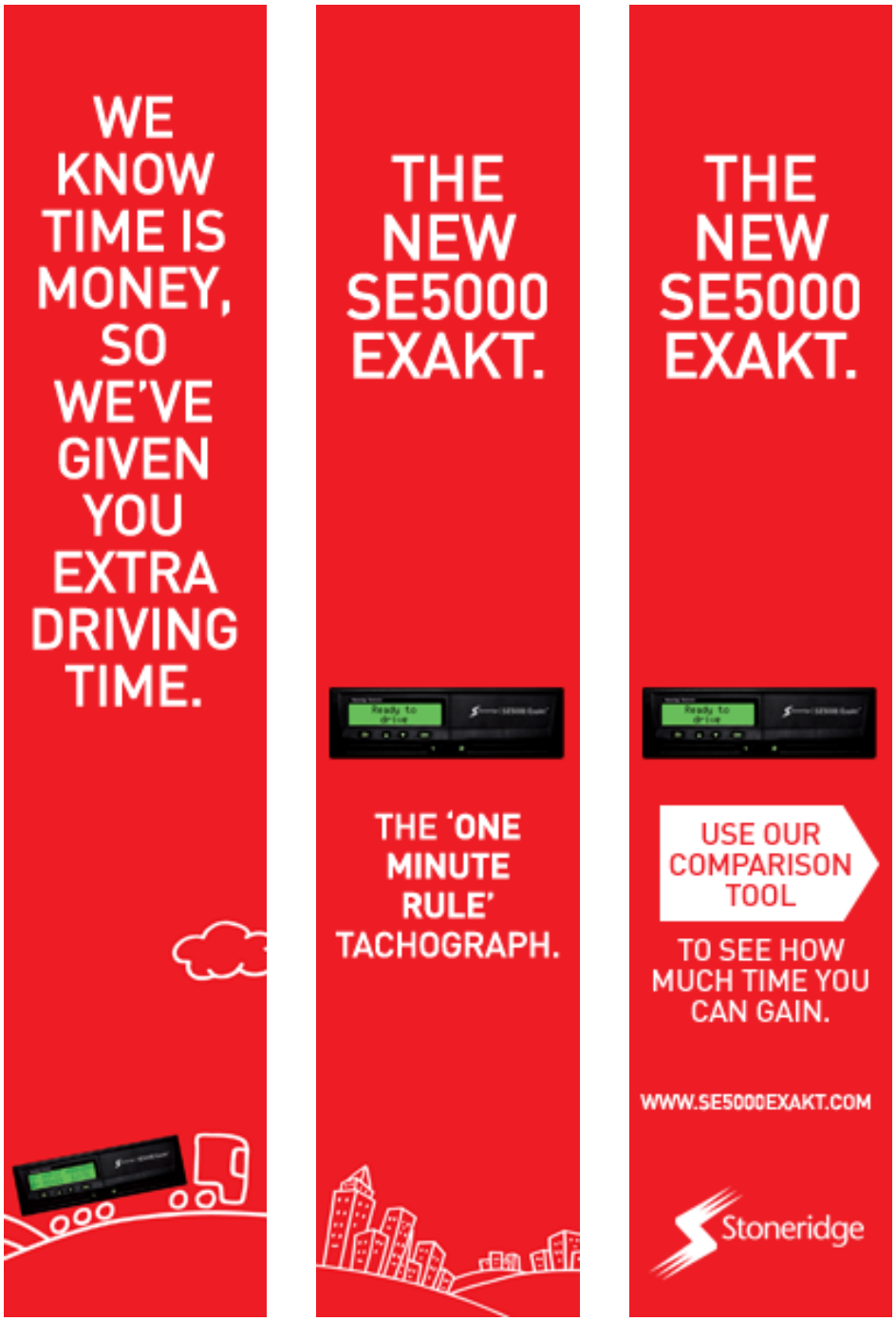
Sales Leaflet



Landing page


iPad
17:01
28 %
Inbox
2 of 2
From: Stoneridge
Details
Are you “One-minute rule’ ready?
4 April 2011 10:53
If this message is not displaying properly, please view the online version.
Stoneridge | SE5000 Exakt™
ENGINEERED TO DELIVER MORE
WE PUT ALL OUR THINKING TIME INTO CREATING AN EXTRA 45 MINUTES* DRIVING TIME
Ready to drive
OK
The only ‘One Minute Rule’ ready tachograph is coming soon.
At Stoneridge we know that in the world of road transport, time is money and every second counts. That’s why we’re launching the new Stoneridge SE5000 Exakt - the first tachograph to measure drivers’ hours in line with new legislation.
We’re launching a major marketing campaign across Europe in April, encouraging fleets to see the extra drive time they can gain by uploading their tachograph data to the new comparison tool on our website.
Order now, the parts numbers you need are: 4325433 and 4343543. Email exakt@stoneridge.com for more information.
ENGINEERED TO DELIVER MORE.
Gain up to 45 minutes* more drive time during the working day
Save time with simpler manual entries and faster downloads
Improve efficiency with ability to set default mode as ‘Rest’
CV SHOW 2011
VISIT US ON
STAND 5C80 HALL 5
* Results for a multi-drop vehicle tested over 5 days from 14th to 18th February 2011. Extra driving time gained per day averaged 45 minutes compared to SE5000 Rev. 6.3 Tachograph. Results may vary from vehicle to vehicle.
If you’d prefer not to receive e-mail like this from Stoneridge in the future, please unsubscribe.

Email



Online banner ads



Online banner ads


AND WITH EASIER MANUAL ENTRIES
AND FASTER DOWNLOADS
MORE
REVENUE


THE TACHO THAT CAN GIVE YOU ALL THIS
IS ENGINEERED TO DELIVER MORE
MORE
DROPS


Stoneridge
SE5000 Exakt™
ENGINEERED TO DELIVER MORE
Ready to
drive
OK
www.SE5000exakt.com

Brand video

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TIMESCALES

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

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BUDGETS

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

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RESULTS

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

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CLIENT TESTIMONIAL

Amanda Robertson, Head of Sales and Marketing:

"2011 will be out best sales year on record, and this has been the most successful marketing campaign we have ever done. You have created a brand that everyone has got on board with and been part of, we are delighted"

"We've shaken VDO which is a real success – thank you for everything"

Jon, UK Fleet Sales Manager:

"You made us cool"

Colin, Head of UK Fleet Sales:

"We're actually selling tachos on the stand – 10 at a time"

gyro: