B2B Marketing AWARDS 2012
FINALIST

gyro:

Category number: 19

Category name: Best B2B Product Launch Campaign

Programme/initiative name: 'You're On'

Agency: gyro

Brand or client: John Deere

URL or microsite: http://www.ignite-something.com/JohnDeere/productlaunch.php

SUMMARY PAGE:

This was a unique, if not an unusual, product launch campaign. Because not only did we want to generate awareness for John Deere's new 2012 product line, but also for the customers who designed those machines. John Deere is the only heavy equipment producer in the world that has customers work alongside its engineering team (over the course of several years) to bring each machine to market. It's an important distinction that adds value to John Deere's products and brand.

SUMMARY WORD COUNT: 80



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: LEAD WITH THE CUSTOMER

Our strategy for the entire launch was focused one simple principle: Lead with the customer. We never cast a spotlight on a machine by itself. The equipment took a backseat to the customers who designed it and the relationship the company enjoys with those customers. We also felt it was critical to not trickle the campaign into the marketplace one tactic at a time, but to truly launch it. So, within minutes of each other, the following elements went live: Eight print ads, 20 banner ads, two web properties, 10 videos, social tools, a press conference, marquee announcements on the Vegas strip, live blogs, tweets and texts, a high-profile live event and a web cast. All flooded the marketplace at once. And every tool hailed the customers as much as the machines.



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

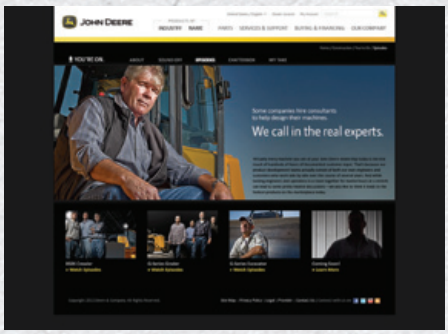
On day one, we rolled out this campaign in every medium imaginable: print, microsites, dedicated Web properties, webisodes, online product ideation tools, dealer activation programs, live events broadcast via Web, OOH along the strip of Las Vegas, and an internal launch in which the entire construction 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: 615

SUBMISSION END

The idea:

YOU'RE ON.

JOHN DEERE









CATEGORY NAME: Best B2B Product Launch Campaign

CATEGORY NUMBER(S): 19

CONTACT: Doug Kamp – Executive Creative Director

CAMPAIGN NAME: 'You're On'

BRAND: John Deere

AGENCY: gyro

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