

## CASE STUDY: IVECO



Kommando is an innovative experiential marketing agency based in London and Glasgow. We have delivered campaigns for major brands such as Chanel, Nintendo, American Express and Disney.

IVECO is the global manufacturer of commercial vehicles and one of the top three players in the UK truck market. It is a highly competitive sector and one where it is hard to be different.

In today's market, IVECO recognises that manufacturers are differentiated less by product, and more by the ability to provide the added value of pre and after-care service.

This Case Study aims to show how a mobile event campaign helped IVECO stand out from its competitors, in a way that no other form of marketing could achieve.

For more information about what we can do for you, call Mark Evans on 00 44 845 050 2810 or email [mark@kommando.co.uk](mailto:mark@kommando.co.uk)

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**BRIEF:** The IVECO 'Origin' customer after-sales programme is best-in-class, and Kommando was briefed to bring it to life with an innovative tour of the UK, raising awareness amongst truck drivers.

**TARGET AUDIENCE(S):** Truck drivers, with the following factors taken into consideration: geographical coverage of the nation; proximity to dealerships; levels of commercial traffic; footfall in parking and rest areas – what time of day being factored in to our calculations and logistics and availability of 3G internet access.

**SOLUTION:** A tour of the UK's major service stations over a period of 20 days devised to target truck drivers in their working environment. The creative solution was a high-impact IVECO truck and trailer that effectively formed a mobile 'lounge' for IVECO drivers.

Like IVECO Origin, we wanted to go beyond the conventional so developed a form of 'comfort marketing' that would act as a metaphor for the whole Origin experience. It consisted of:

- A mobile 'loft apartment' dedicated to existing IVECO drivers, offering a private lounge and rewarding them with preferential treatment
- Complimentary 3G internet access – allowing drivers to catch up with email or simply surf and relax
- Origin branded refreshments
- A 50" plasma screen showing current feature films, Bose sound systems, and PS3 consoles
- Electronically controlled Shiatsu massage seating with integrated sound systems
- The ability to download essential contact details for dealerships and customer care lines by Bluetooth
- The first ever complimentary Barber service for this hard working, time-poor audience offering a haircut, hot towel face massage and shave
- Externally, we provided a further relaxation zone with designer garden furniture

**RESULTS:** Massive impact and brand awareness amongst commercial drivers. Over 80,000 people stopped and saw the Origin convoy, and that doesn't include the people who saw us on the road.

More importantly, we had an average of 350 commercial drivers visit the stand on a daily basis, delivering 4,000 positive leads during the course of 4 weeks.

*"At IVECO, I emphasise again that we are all about giving our customers the best possible ownership experience, Kommando's activity not only delivered great numbers, in many ways, it has raised the bar, not just with the industry's perceptions of the brand, but also their expectations about our service. And that's precisely what we want to be known for."*

Bob Lowden, Customer Service Director, UK & Ireland

