



experiential  
ideations

brand activations

▶ case study

## About Client



For over a century, Yanmar has been manufacturing and selling engines and equipment. When their construction division went to CONEXPO, they wanted to offer the industry a way to “rule the jobsite.” What happened? Yanmar dominated the convention!

[www.yanmar.com](http://www.yanmar.com)

## Goals of Campaign

- Create a memorable consumer engagement
- Drive tradeshow traffic to Yanmar’s booth space

## Highlights

- VIP party during the event enabled Yanmar to connect on a personal level with leading industry professionals
- Scratch cards served as a traffic-driver and a unique consumer experience
- 8 Engaging female brand ambassadors dressed in construction outfits to attract the brand’s target audience
- 4 Segways and 5 mobile billboards helped direct traffic to Booth 1517

## Results

- 12,962 scratch off cards distributed
- 46.3% redemption rate at the Yanmar booth
- 63% of booth visitors redeeming a scratch off card won a prize

# Dominate the Convention to Rule the Jobsite

## VIP Party

Our ideation team recommended Yanmar have an on-site party to mix and mingle with their top clients and best prospects, as well as to celebrate the global marketing team coming together in one place. Our team was on hand during the party to engage guests and drive excitement.

## Consumer Engagements

Yanmar wanted a unique way to drive traffic to the booth and also offer a special experience for booth attendees. Our team created scratch off tickets that would be distributed outside the convention, inviting people to stop by the booth. Once there, a brand ambassador would scratch the card to reveal if it was a winner. This interaction also gave Yanmar the opportunity to educate booth attendees about their products. Nearly 13,000 scratch offs were distributed with a 46.3% redemption rate. Of those redeeming a card, 63% were winners. Prizes included ear buds, bags, die cast equipment and a grand prize TV.

## Other Media

In addition to the in-booth team of brand ambassadors, a team on Segways rolled around the outside of the convention to ensure Yanmar was the first brand show visitors interacted with. Five mobile billboards also dominated the area, helping to cement a winning combination of reach and frequency with every CONEXPO attendee.

“ Well I came to Vegas to the Expo to have a good time. And now look, you’re making me smile! You guys are awesome, and I love the Segways! Made me stop by and see what you are all about.” // CONEXPO Attendee



For more campaign information, please visit <http://diouasa.com/work/yanmar/>.

## About dio

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dio is an experiential marketing firm specializing in unique consumer engagements that build brand awareness, drive sales and create brand loyalty.

