

CASE STUDY



Dodge Trucks

Working hard to win the loyalty of construction contractors and real-estate developers.

Client

Hanley-Wood Publishing: *Builder, Big Builder, Remodeling, Custom Home, Tools of the Trade, El Nuevo Constructor.*

Project

Develop calendar of upcoming trade show events where Dodge Trucks would be featuring their products with the “Dodge Ram Toolmaster Contest” truck give-away.

Challenge

To create a brand image of hard working and reliable vehicles that are the foundation of a strong construction business.

Approach

Working closely with the marketing department of Hanley-Wood, we created a design that worked closely with Dodge Truck established look maintain brand cohesiveness. The goal for Dodge was to penetrate the construction equipment market, long dominated by its chief competitors, Ford and Chervolet. Using the trade show venue, Dodge was able to give potential customers a first-hand look at the quality and durability of their trucks. The promise of a truck give-away contest drew enthusiastic response from the market base.

Result

Response at early tradeshow, especially the International Builder Show, was so positive, Dodge expanded its media buy for an 18-month run in over 10 Hanley-Wood magazines.