

## "ARE YOU DRIVER ENOUGH?" MOBILE MARKETING TOUR BFGOODRICH® TIRES

### Challenge

As BFGoodrich® Tires entered 2015, they faced a dilemma. They needed to revitalize the brand with their independent dealers and get them excited about two new flagship products, one of which was a replacement for the brand's most profitable tire. To meet this challenge, BFGoodrich chose to rekindle its historic strength: The support and advocacy of their dealer network.

### Strategy

Enter Jackson Marketing, Motorsports & Events. Working with BFGoodrich and its partner agencies, Jackson developed a strategy to build advocacy for both the new products and the brand. The target audience included key influencers, tire dealers and even the company's sales force. The central focus of the strategy was a personal experience that would deliver an enduring impression of the BFGoodrich® brand and drive product recommendations among influencers and at the point of sale.



### Solution

Based on the strategy and goals, Jackson created the "Are You Driver Enough?" national mobile marketing tour. The five-month, 21-city tour featured 60 half-day product demonstrations of the BFGoodrich® g-Force™ COMP-2™ A/S and BFGoodrich® All-Terrain T/A® KO2 tires. These hands-on sessions gave nearly 2,000 attendees an exciting idea of what the tires can do and a fresh understanding of the BFGoodrich® brand.

The fun, highly interactive sessions included driving comparisons (wet and dry autocross), high-energy videos and third-party endorsements. Preregistered attendees were greeted by knowledgeable staff members and given a personalized tablet for use during the event. Once all the attendees arrived, the group was led through a brief welcome, a brand history, a product overview and an introduction to the event staff, including the BFGoodrich brand ambassadors – racing professionals who compete on BFGoodrich® tires.

## CASE STUDIES OF DISTINCTION

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Following the opening session, guests were divided into three groups that rotated between a dry autocross course, a wet autocross course and an off-road classroom session. Each of these activities included additional product information, videos and interactive demonstrations. Plus, attendees were encouraged to use their tablets to access even more brand, product, motorsports and ambassador content. As they rotated to new activities, additional tablet content was "unlocked" for use.

Attendees were also encouraged to use their tablets to photograph their experiences. When they returned home, they received their photos to share on social media and use at their retail locations.

Jackson provided turnkey development and implementation for the entire program, including concept, creative, messaging, scheduling, vehicle acquisition, site selection/booking, attendee registration, travel, staffing, setup, tear-down, on-site logistics, attendee hosting and follow-up.

### Results

The AYDE Tour revitalized BFGoodrich dealers' confidence in the brand, as exhibited by the dramatic increase of all metrics surrounding the tour: Sell-in, sell-out, post-event survey scores and attendance. One key survey score—How likely are you to recommend BFGoodrich?—went from 39% before the event to 91% post event. And perhaps the most important metric of all was that YTD sales in markets with tour stops were up double digits over markets without tour stops. Needless to say, the tour will be back in 2016, hitting plenty of markets we missed in 2015.

According to our client: "Dealers left the event with a resurrected passion in the brand, a reminder of the brand's long legacy of ultra-high performance and light truck product innovation, and the confidence to sell and recommend BFGoodrich® Tires to any customer that walks through their door."

