



Launch Campaign for New Holland Boomer

Deadline: 08.12.2008 23:59 GMT

Brand: Fiat Group

Sector: Cars, Vehicles & Accessories

Country: Italy

Category: Above The Line : Internet, TV-Cinema, Radio, Print, Out-of-home advertising

Published: 24.10.08 09:00 GMT

Budget: \$15 380

Status: Closed

Language of Solutions: English

1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

Fiat Group is the largest industrial enterprise in Italy and New Holland is part of it.

New Holland is a world leader in agricultural, utility and construction equipment.

It sells and services an innovative and diverse line of agricultural and utility equipment, including a full line of tractors as well as hay and forage equipment, harvesting, crop production and material handling equipment.

Please, visit the [New Holland's website](#) for more information.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

Develop a full launch campaign for the new Boomer 8N and through this product increase penetration and market share for the New Holland Boomer compact tractors among residential farming segment.

Drive farmers to investigate and engage with the Boomer brand and purchase an 8N or other product from the line.

3 Step Target Audience

[who should you influence ?]

"Rural Lifestyler": 45-64 yrs old males, married w/ children or grandchildren, affluent, principal operator with off-farm income of +100K, reside in rural areas, and outlying metro areas.

Rural Lifestylers are entrepreneurs on a quest for a simpler life. They want to fulfill the nostalgic farm dream using all the convenience of modern technology.

!!! Update as of October 28, 2008 !!!

This campaign is for the North American market.

!!! The end of update !!!

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

Make farmers believe the Boomer brand is an integral part of their aspirational farming lifestyle and owning one makes farming easy and fun.

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

The Boomer 8N is a modern classic that romances my passion for farming.

6 Step Character

[what are the features that define the personality of the Brand ?]

Heritage, "back to roots" mood but with modern and technological approach.

!!! Update as of November 20, 2008 !!!

Be careful not to be neither nostalgic nor futuristic or too technological. It is important to maintain a strong emotional tone of voice.

Keep in mind that the key words of the brand are: genuine, nature, wholesome, original, innovative, approachable and connected to the land.

!!! The end of update !!!

7 Step Media Plan / Placement

[where will your work appear?]

All media but with strong focus on events and Web.

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

It's a must to propose a full concept with a "BIG IDEA" ideally cascaded in all the following media:

- ∞ Web
- ∞ Events
- ∞ TV
- ∞ Print
- ∞ Outdoor
- ∞ Radio

Attachments

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