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Modifying purchasing behavior

CLIENT: The Raymond Corporation

PRODUCT/SERVICE: *Swing-Reach*® trucks with *intellidrive*®

SITUATION:

The Raymond Corporation had steadily been losing share in a market they had dominated for more than 30 years. A new technological breakthrough was developed through which they hoped to regain their first place market position. Raymond developed *intellidrive*®, the industry's first microprocessor-based traction control system that offered tangible benefits to both Raymond and its customers.

For Raymond, production costs would decrease, while the customers would realize increased productivity through easier operation, and reduced maintenance costs.

The product launch for *intellidrive*® was successful in generating awareness and interest among their target groups. The technology however, was 6-12 months away from full production and Raymond was concerned with maintaining interest in the new products incorporating the technology and forestalling purchasing of competitive product until their product was available.

OBJECTIVE:

To leverage and maintain the interest generated through the *intellidrive*® product launch to motivate purchasers to defer purchase decisions until the first Raymond trucks with *intellidrive*® were available.

STRATEGY:

Communicate and demonstrate the benefits of the new Raymond *Swing-Reach*® truck with *intellidrive*® to qualified prospects.

TACTICS:

Highly targeted direct mail program focusing on those purchasers who had inquired about the *intellidrive*® technology and key influencers in the target markets. The mailing invited these prospects to product demonstrations, which were organized in five key centres in North America.

Advertisements introducing the new truck in support of the direct mail campaign ran in trade publications at the same time.

In addition, five regional press conferences were held at each of the product demonstration locations.

RESULTS:

More than 3,200 prospects attended the product demonstrations, with many ordering the new truck on the spot, even with long delivery times.

The campaign was so successful at forestalling purchasing that **within the first year, production of the *Swing-Reach*® truck with *intellidrive*® increased five-fold** and Raymond regained market leadership and 30 share points within a year.

