

DRIVEN BEST SOCIAL MEDIA

To celebrate JCB's partnership with Williams Martini Racing, the world leader in construction machinery created a one off 3CX Compact backhoe loader in the FI team's legendary colours. The machine then went on to star in 3 social media films.

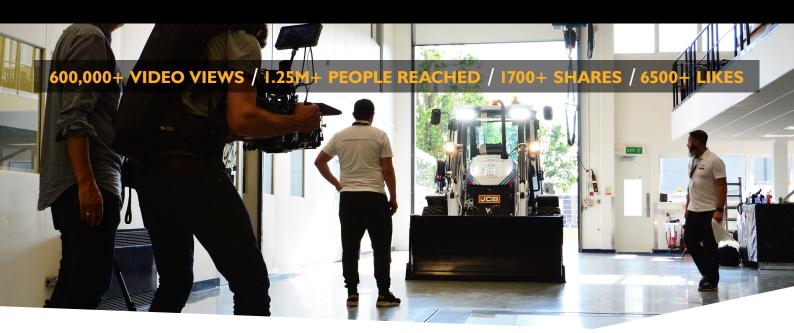
AUDIENCE.

The audience was evolving; a mix of JCB's typical audience and fans of Williams Martini Racing, along with general fans of motorsport. As the striking machine has such a broad appeal, it was easy to draw the eye of people who would not normally be interested in diggers. Along with involving JCB fans with the newly-formed sponsorship, the brand aimed to excite Williams' fans followers about the deal too.

TARGETS.

Target metrics were identified at the start of the campaign; JCB wanted to reach 200,000 people and gain 100,000 views, with each video. Though not a huge number, nobody was sure how JCB's audience would take to highly-polished content centred on Formula One.

BOTH TARGETS WERE EXCEEDED BY OVER 100% EACH.



RESULTS.

- 3 videos created with Williams Martini Racing
- 50 / 50 split between paid and organic reach
- Over 600,000 video views
- All content produced and promoted for under £25K
- Content shared more than 1700 times across multiple platforms
- Around 1.25m of the target audience reached

FEEDBACK.

- "JCB. A fantastic British Company that the Nation should be extremely proud of. Well done JCB you are a UK manufacturing business that hasn't disappointed." **Tony Day.** Via **Facebook.**
- "A great British company exporting to the WHOLE world. How can they do this? They have a great product." **Lloyd Arthur Oakley.** Via **Facebook.**
- "Fantastic. From one iconic livery to another in a minute and it wears them both well." **@VonBlade.** Via **Twitter.**









