



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 F1 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.

600,000+ VIDEO VIEWS / 1.25M+ PEOPLE REACHED / 1700+ SHARES / 6500+ LIKES

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.**



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