



Best Use of Events In Live Marketing

Elevating Finning at Hillhead Quarry Show

Finning UK & Ireland, the Caterpillar equipment dealer tasked Edson Evers with creating an integrated content marketing campaign to promote its attendance at the bi-annual Hillhead Quarry Show.

In order to elevate its position within the industry and its presence at the show, Finning invested in an entirely new stand and launched its new customer proposition – **‘Software, Hardware, Everywhere’**. To support Finning, Edson Evers delivered an integrated content campaign with a focus on digital communications to drive footfall and own the conversation at Hillhead and across the industry.

The objective was to demonstrate industry leadership and engage with Tier 1 contractors, as well as embracing the wider plant audience, including plant hire businesses and operators who have a key influence in decision making. In addition, it was vital to deliver practical, real-word communications and demonstrations to all attendees on how new technologies can and will impact business growth.

Over a three-month period, which includes three days at Hillhead Show, Edson Evers created a special digital and print edition of Finning News magazine with exclusive interviews with leading contractors BAM Nuttall and Balfour Beatty. Alongside this, a PR and Social Media campaign achieved the highest engagement rates and ROI results in the history of Finning’s ‘show attendance’ campaigns. With the production of 12 videos, which in total received over 162,500 views, seven journalist interviews and a **‘Social Media Influencer & Community’** meet up – the activity resulted in multi-million pounds worth of machine sales.



Results



Multi-Million pounds worth of machine sales

162,500

Video views



55%

Open rate

75%

Clickthrough rate

of Magazine creation & distribution



+800% ROI

PR – 49 insertions, for every £1 spent, £8.14 worth of coverage generated

814,164 reach

Total Social Media organic reach

