



Brief

Iveco made a strategic decision to differentiate itself from the competition in terms of customer service, pre-sale and after-sale. This customer care programme extends to vehicle service and parts, issues of interest to drivers - a mobile and elusive audience.

From a marketing point of view, perhaps because of this, drivers are a neglected audience. Manufacturers tend to bombard fleet buyers or office executives but Iveco understood that drivers are key influencers.

Campaign Activity

Holding exclusive promotions and exhibitions contracts with both Moto and Welcome Break, Concourse Initiatives devised a tour of the UK's major service stations over a period of 20 days, covering the nation from Portsmouth to Glasgow.

They used the product itself, an Iveco truck and trailer to form a mobile lounge, creating 'comfort marketing' that would be a metaphor for the Iveco Origin experience. They offered free Internet access, branded refreshments, a feature film lounge, shiatsu massage seating, PS3 games consoles and a complimentary barber service. Blue tooth was on hand to link drivers to dealerships.

On the road, the travelling convoy, supported by Iveco vans, was used as location advertising for the experience. The 'comfort marketing', insightful targeting and use of product combined to make this a highly innovative campaign, resulting in 4000 new business leads.



Client Feedback

"The activity not only delivered great numbers, in many ways it has raised the bar, not just with the industry perceptions of the brand, but also with their expectation about our service. And that is precisely what we want to be known for."

*Mark Thompson,
Sales & Marketing Director, Iveco*

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