

LIUGONG NORTH AMERICA

Positioning an overseas brand for overwhelming North American growth.

A WELL-KNOWN
COMPANY NAME WON'T
MOVE
18 TONS
OF DEBRIS AT A TIME

FINDING A FOOTING FOR A FOREIGN BRAND.

LiuGong is one of the fastest growing construction equipment manufacturers in North America. Yet it's still a relatively unknown brand. In a region of the world long dominated by U.S. companies like Cat, Deere and Case, it's not easy for a Chinese construction equipment brand to find a footing in the market. In fact, we found most people in North America even struggled with pronouncing their name (it's "LOO-gong"). But the high quality and extreme value of their machines was attracting both dealers and customers to the brand, especially as the struggling economy and supply chain disruptions pushed buyers to consider alternate choices. Unfortunately, this groundswell of growth was mostly happening underground. To bring awareness to the masses and help LiuGong secure a permanent place in the mindset of the North American market, we developed a campaign that cleverly countered the challenges the Chinese brand was facing.

Sometimes a brand's toughest challenge can be turned into its biggest opportunity.

AN EASY-TO-PRONOUNCE BRAND
NAME ISN'T WHAT
MOVES
50 TONS
OF ROCK AN HOUR

THE POPULARITY OF A NAME DOESN'T
CLEAR
5 MILES
OF ROUGH TERRAIN IN A DAY

WHAT'S PAINTED ON THE
SIDE OF A
MACHINE
DOESN'T ADVANCE THE INDUSTRY

A WELL-KNOWN
COMPANY NAME WON'T
MOVE
18 TONS
OF DEBRIS AT A TIME

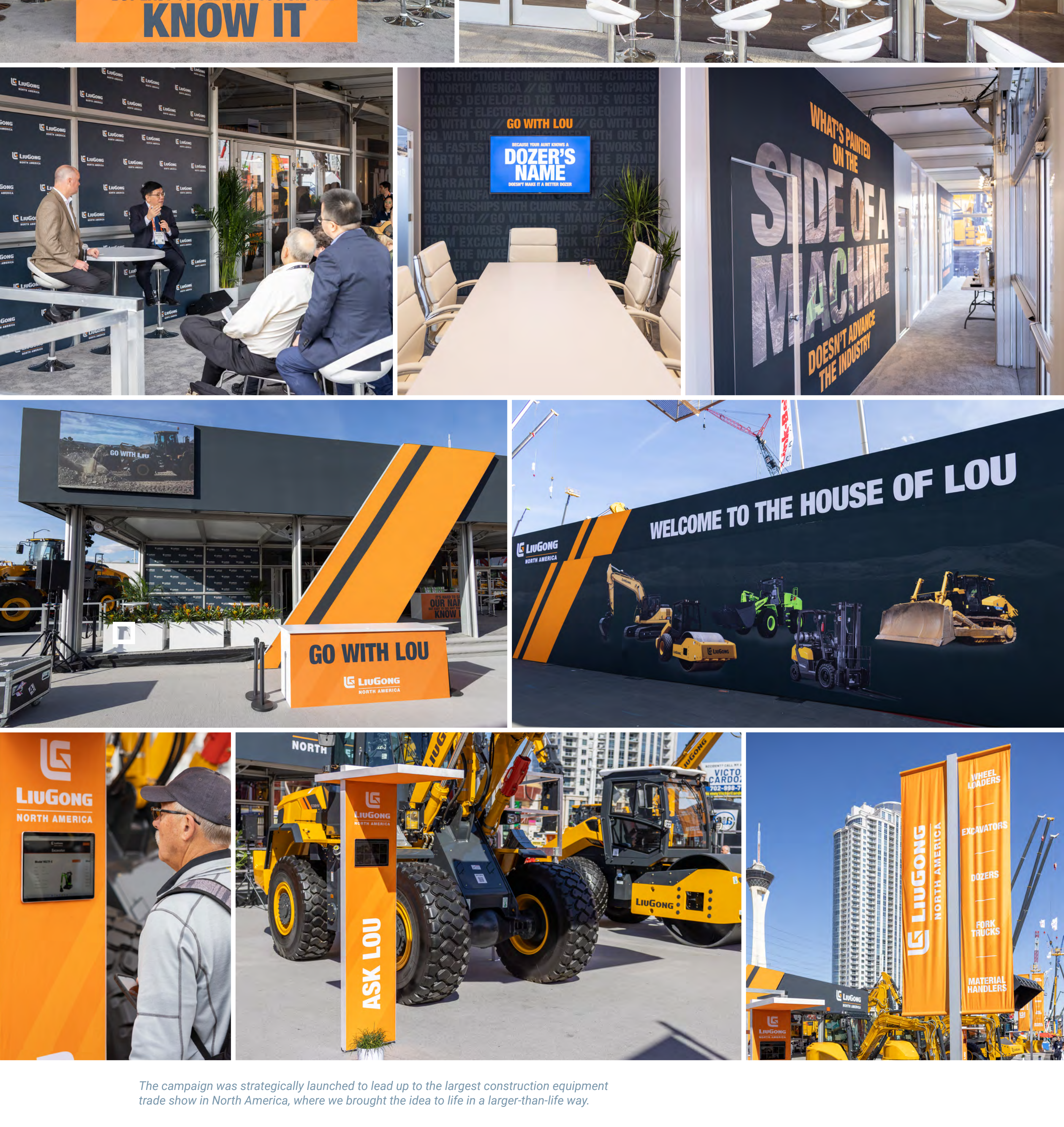
BECAUSE YOUR AUNT KNOWS A
DOZER'S
NAME
DOESN'T MAKE IT A BETTER DOZER

In the construction industry, it's hard to get people to buy into a foreign brand they can't even pronounce, so we cleverly made a nickname the center of the campaign.

MAKING AN UNDERDOG THE UNDENIABLE CHOICE.

The first issue we sought to solve was their name. We couldn't change it, but we could make it memorable. So we cleverly co-opted an American name, "Lou," throughout the campaign that made pronunciation of the brand both fun and simple and highlighted the North American commitment this Chinese company was making. Next, we challenged the superiority of the U.S.-based competitors. The facts were simple: LiuGong equipment consistently outvalued and outperformed these brands in nearly every spec that mattered. We boldly suggested that buying a machine just because of its well-known logo wasn't going to get the job done any better. Our "Go With Lou" campaign was all about changing the mindset of the market and making the underdog the undeniable choice for North American dealers and their customers.

The name on the machine matters in North America, so we found a clever way to make the LiuGong name meaningful.



The campaign was strategically launched to lead up to the largest construction equipment trade show in North America, where we brought the idea to life in a larger-than-life way.

REAPING THE REWARDS OF A SMART STRATEGY.

The strategy of the campaign was two-fold. We needed to help LiuGong attract new dealers in North America and in turn attract the attention of end-use buyers to drive business to these dealers. The results were truly a win-win. Our work was instrumental in LiuGong expanding their dealer coverage by an incredible 325% and increasing their revenue by an astonishing 600%. The marketing-specific results for our "Go With Lou" campaign were tremendous, too, including digital ad click-through rates as high as 1,240% over industry benchmark, organic social engagement rates 900% over platform benchmark and email click-through rates nearly 100% above industry standard. Additionally, our tradeshow public relations efforts resulted in 172 clips with an advertising value equivalency of \$655,000 and placements in high-value publications including the *Wall Street Journal* and *Equipment World*.

**GO WITH THE BRAND THAT
WILL BUILD YOUR BUSINESS**



The key to a construction equipment manufacturer's success is its dealer network, so we created several dealer recruitment-specific elements of the campaign to help LiuGong expand its footprint in North America.

600%

The "Go With Lou" campaign was so successful, it helped LiuGong North America increase its revenue by nearly 600%.

325%

The dealer recruitment elements of the campaign helped LiuGong expand its dealer footprint in North America by 325%.

655K

Expanding the "Go With Lou" message into earned media helped the LiuGong brand get credible publication article placements worth an ad equivalency of \$655,000.



"The 'Go With Lou' campaign was an extremely clever and positively impactful method to introduce the LiuGong brand to the North American marketplace. It accelerated dealer recruitment efforts three fold and enabled existing dealers to sell more products and service due to better brand recognition. The campaign put the LiuGong brand on the map and made it one of the fastest growing construction and material handling equipment OEMs in North America."

ANGIE MOORE, VP ACCOUNT PLANNING & MANAGEMENT
NELSON + SCHMIDT