

brandmuscle.



Bobcat®

Activating Your Brand Locally

ANA Brand Activation Conference

June 24, 2020

brandmuscle.



Presenters



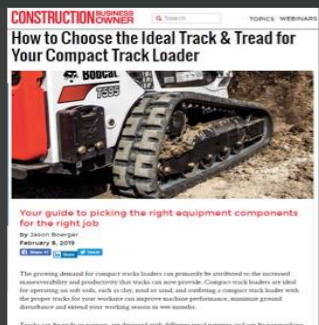
JASON TABELING
EVP, Product Marketing
BrandMuscle



BELINDA FORKNELL
Demand Generation, Sr. Manager
Bobcat Company

New Products | New Technology | Renewed Spirit





NEXT IS NOW: BOBCAT COMPANY REINVENTS COMPACT EQUIPMENT INDUSTRY
Construction Equipment Guide

BOBCAT INTRODUCES ITS LARGEST EXCAVATOR EVER
Heavy Equipment Guide

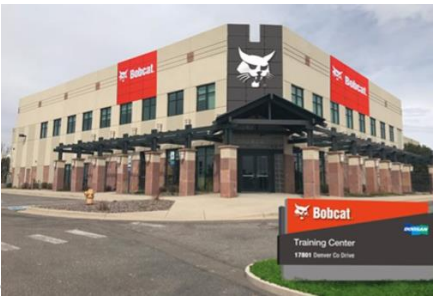
BOBCAT CEO: "WE'RE REINVENTING OURSELVES" WITH MORE PRODUCTS, FOCUS ON TECHNOLOGY
Equipment World

BOBCAT DEBUTS NEW VISION, INNOVATIVE PRODUCTS
Landscape Management

BOBCAT REVEALS PLANS TO RE-REVOLUTIONIZE THE COMPACT EQUIPMENT SEGMENT
Compact Equipment

NEXT IS NOW.

BOBCAT OUTLINES PLAN TO REINVENT THE COMPACT EQUIPMENT INDUSTRY
Equipment Journal



- Employee Launch**
- Manager Meeting
 - All-Employee Webinar
 - Hourly Newsletter



- CT
- SAL



- Bobcat MaxControl
- Features on Demand
- Augmented Reality



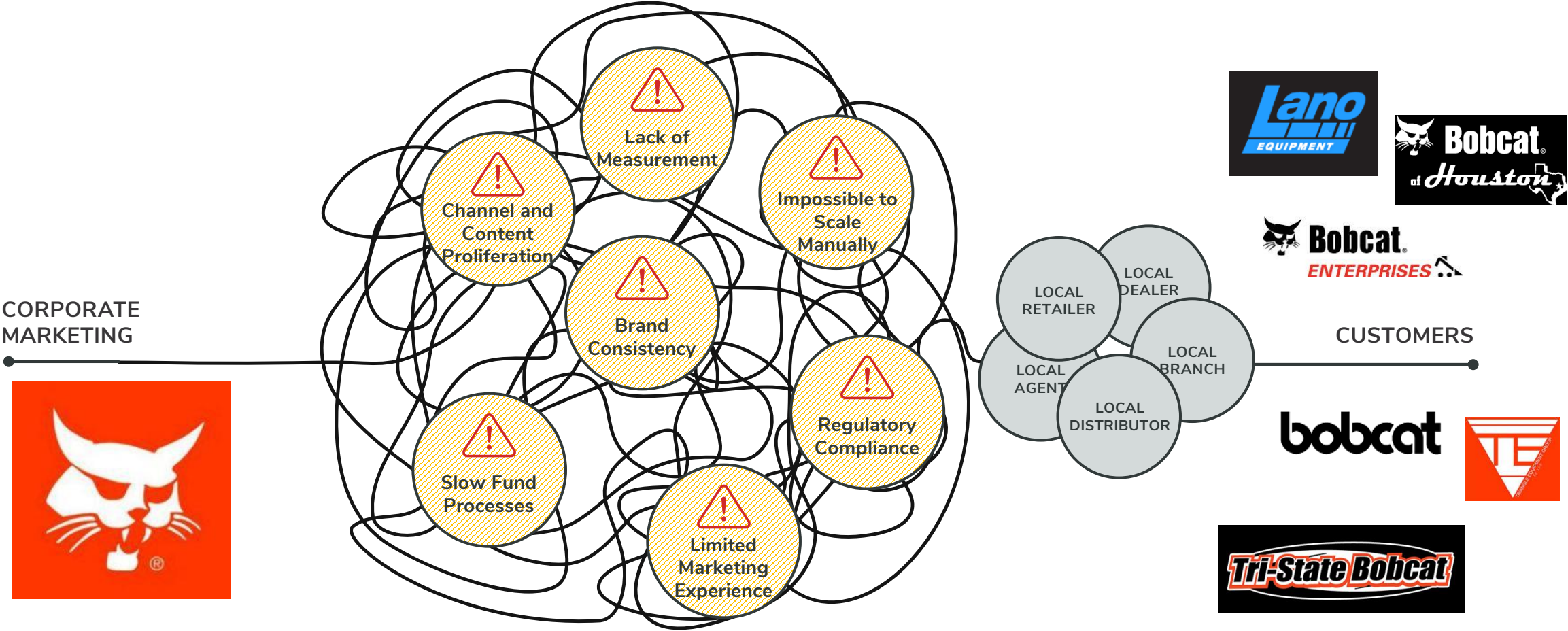
- R-Series Loaders
- E-145/165
- R2-Series Excavators



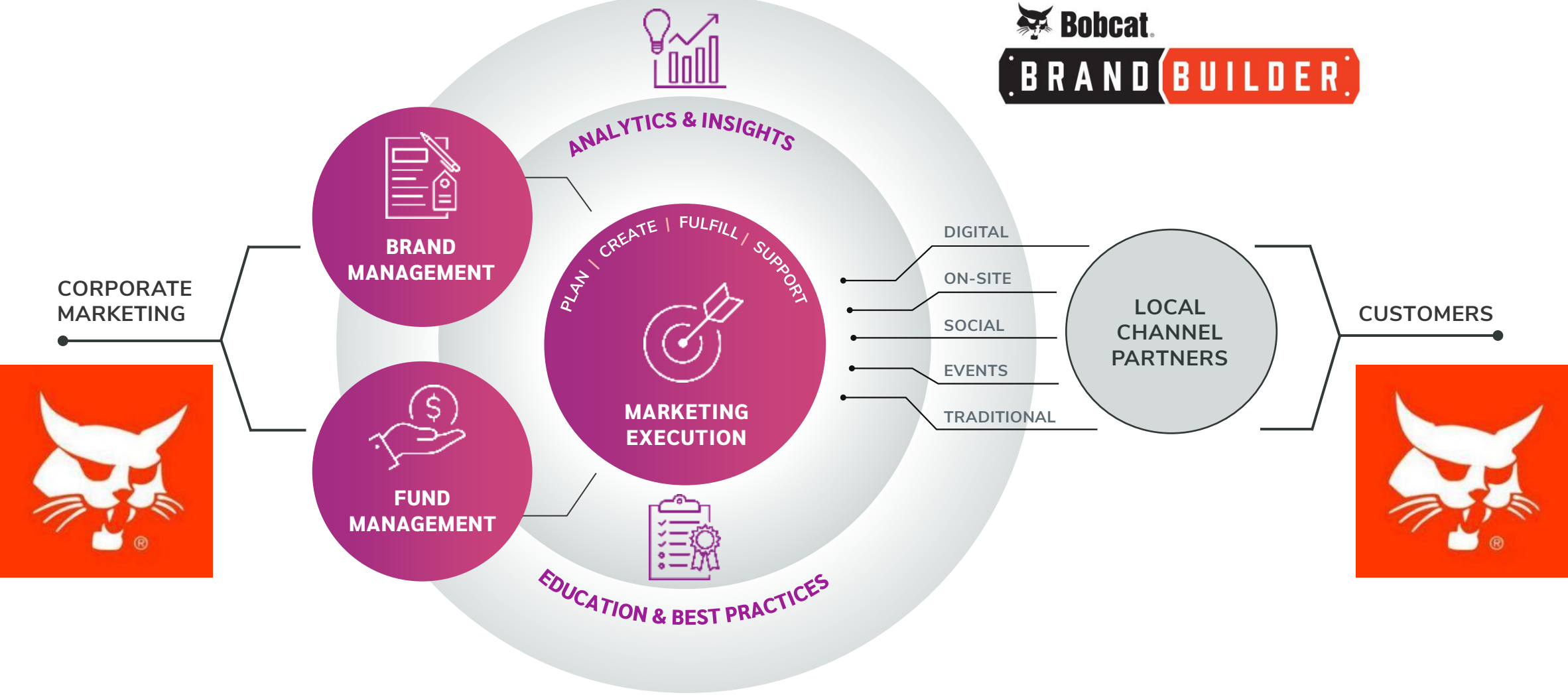
March 10-14
Powered by Innovation



National to Local Marketing Challenges

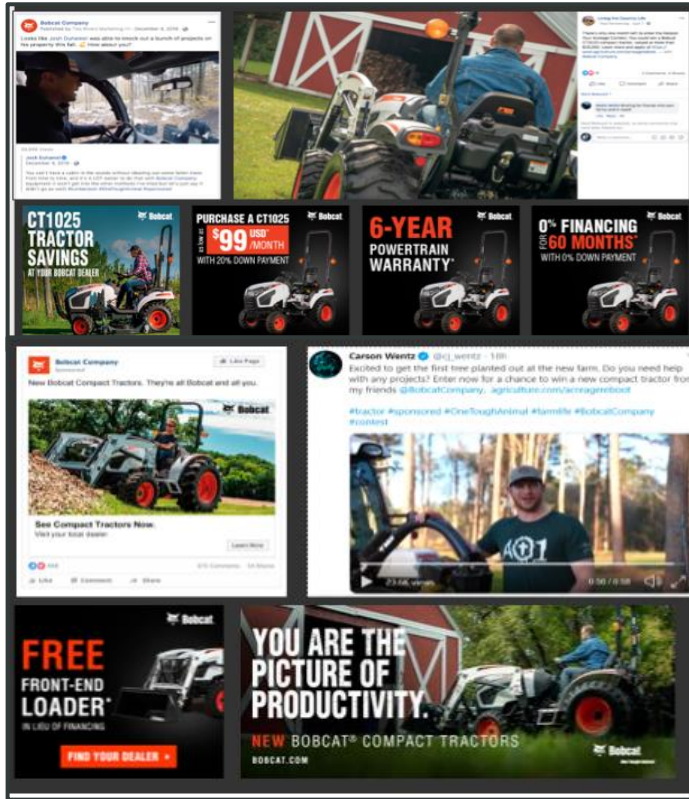


BrandMuscle's Integrated Local Marketing



Launch Success

NEXT IS NOW.



National Results

66M+

impressions

2nd

most visited section
of Bobcat.com

Local Results



4,000+

in-store visits

40K+

Google My Business
customer actions

97K+

visible searches



Launch Success

NEXT
IS NOW.



Results

1K+

leads scanned

30K+

booth visitors

25M+

impressions via
trade, national, and
regional earned
media

19+

media and influencer
booth visits

5% YOY

boost in sales leads
with show cut short
by one day

Q2 Momentum

Setup for first national sales promos of the year

COVID-19 Requires Immediate Business Pivots

WE ARE TOUGHER TOGETHER.

Learn how we're doing our part during the COVID-19 health crisis.



Responding with Empathy at Every Level

- Consumers: No payments for 90 days
- Employees: Prioritizing Safety and Health
- Community: #AWorldofHearts Movement



Taking Action in Communication and Supportive Programing – Emails, Paid Media Packages, Training

○ Bobcat Company <bobcatcompany@doosan.com>

○ Michelle Almenar

Monday, June 1, 2020 at 5:35 PM

[Show Details](#)



June 1, 2020

Dealer Update



Stackable rebates and attachment credit for new customers on eligible products; No Pay for 90 Day Program extended

New in June, customers who haven't purchased a NEW Bobcat® skid-steer loader, compact track loader, compact excavator or large excavator within the past seven years are eligible to receive a \$3,000 (USD) stackable rebate on eligible machines. Also in June, the No Pay for 90 Days program has been extended through July. Customers can take the 90 day payment deferral at anytime in the first 12 months of the finance contract.

[Learn more>>>](#)

Why Social Media is Important Now



Social Post Examples



Focused Attention on Digital = Increased Traffic

- Optimizing and completing Location Data Management (LDM) profiles

31%
higher results by those who optimized LDM profiles



LDM Traffic



Social Media Engagement



Cost Per Click

Adjusting and Recovering to Ramp Up Dealer Traffic

Solution

Bobcat and BrandMuscle worked together to quickly execute a Facebook Lead Generation Campaign promoting the May and June Compact Tractor sales programs.

Results

- Brand-compliant, turnkey campaign requiring no effort from Bobcat dealers
- Qualified leads were sent directly to the dealership to close

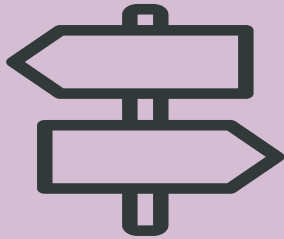


"We saw a **118 leads in the first two** days and then only four yesterday, but so far I would say **95% have been qualified buyers.**"

I think it's absolutely an effective way to reach this audience and we would probably **continue it on our own** once the Bobcat program ends."

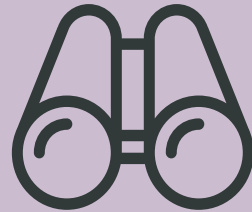
- Bobcat Dealer

Lessons Learned - Update



Simplify

- DIFM
- Ease of Claim submission



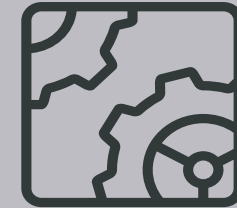
Incentivize Behaviors

- Co-Op
- Fund the right activities



Communicate

- Early and Often
- Provide ongoing support



Measurement

- Provide metrics to validate success

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Thank You