



## Terex “King of the Dirt” Media Promotion

**SITUATION:** Terex Corporation is the third largest construction equipment manufacturer in the world, however, it has grown largely through acquisitions — so many construction contractors had little awareness of the company’s full range of products. To educate the audience, Terex Construction Americas (TCA) planned a series of “King of the Dirt” events at the Memphis Motorsports Park in Memphis, Tenn. These events were designed to bring salespeople and customers together to demo the full product line as well as increase sales of TCA’s redesigned loader backhoes. TCA sent a number of invitations to customers and dealers, but response rates were low so they turned to Creative Marketing to help broaden their communication channels.

**SOLUTION:** To maximize this opportunity, we encouraged Terex to add a media-only King of the Dirt event prior to the customer and dealer events — giving the media a chance to hear about Terex’s initiatives, get behind the controls of Terex® products and gain firsthand information from Terex product personnel. Just like Terex customers, the media reps were also treated to plenty of Southern hospitality and the fun of a NASCAR ride-along.

**RESULTS:** The media event allowed for positive coverage to be published in time to attract more participants to later King of the Dirt events while also helping Terex foster relationships with industry press. More than 30 construction media representatives attended the event, and 16 additional trade media attended the customer events — resulting in more than 20 product write-ups, five feature articles and three front covers. The publicity helped drive excellent attendance at the remaining customer events.

*So, next time you’re looking for a unique promotion to support your marketing or brand strategy, give us a call. We have the creative horsepower and innovative products that are sure to meet your needs.*

**Creative Marketing Services, Inc.**

**P > 888.681.8600**

[john@mysalespromotion.com](mailto:john@mysalespromotion.com)

[www.mysalespromotion.com](http://www.mysalespromotion.com)