



**V O L V O**



## CHALLENGE

Volvo Construction Equipment is a leading manufacturer of articulated haulers, wheel loaders, excavation equipment, road development machines, and compact construction equipment.

The Volvo Construction global team wanted to create a virtual trade show experience to bring the fun and excitement of an in-person tradeshow to people unable to travel and attend the live event.

The hybrid approach leveraged an in-person trade show, The Utility Expo, in order to reach a target audience of utility contractors. Utility Expo was serving as the first opportunity for end-users to operate Volvo's electric construction machines, which the team felt would make for good content to help raise awareness and generate leads among virtual and at-show audiences.



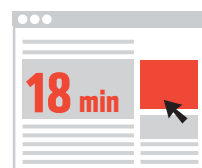
## SOLUTION

The Volvo and Two Rivers Marketing teams created a robust integrated marketing plan that included selecting a virtual event platform, paid media plan, social influencer strategy, event and content planning, pre-, at-, and post-show communications. Two Rivers also shot and edited 16 videos in 4 days, and helped produce and moderate the virtual event. Each day there was a two-hour livestream that included booth and machine walkarounds, interviews, and Q&As with product experts and influencers.

## RESULTS

The team exceeded the goal for registrations and averaged approximately 45 views per session. It also generated highly qualified leads from major municipalities, state DOTs, engineering firms, and construction firms.

PR results: 10+ members of the press operated electric machines, representing 13 media outlets, which garnered 16+ editorial placements, resulting in an estimated 1.4 million placements.



*average visit time*

