



GO TEAM

WINSTONE WALLBOARDS / GIB

Building and Construction

ISSUE

Our client lost touch with many of its target customers following the 2010/11 Canterbury earthquakes and the subsequent departure of many tradesmen from the region. As the rebuild gathered momentum, builders entered to the region from around the country and overseas, rendering the database out of date and obsolete. Gib had also embarked on a sponsorship arrangement with the local Crusaders rugby franchise and needed an engagement mechanism linking this sponsorship with their target audience.

SOLUTION

A fully branded Go Team Customer engagement program featuring the Investec Super Rugby competition and the Gib sponsored Crusaders team. Custom registration fields collected player data from participating builders. Twice-weekly emails to players carried product and promotional information to players along with community based activities.

OUTCOME

Updated database of existing builders and new-entrants. Heightened awareness and support of Crusaders sponsorship and community based PR. Increased sales and retention of market share, despite aggressive competitor activity.

GO TEAM ENABLED OUR BUSINESS TO ENGAGE WITH THE BUILDING TRADE IN THE CANTERBURY REBUILD REGION FOLLOWING THE 2010/11 EARTHQUAKES. THROUGH GO TEAM WE DEVELOPED A CUSTOMER DATABASE AND COLLECTED IMPORTANT TARGET AUDIENCE DATA. IT HAS COMPLIMENTED OUR SPONSORSHIP OF THE CRUSADERS SUPER RUGBY TEAM PERFECTLY

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