

Case: Cramo

# How intelligent thinking and a dash of humour can promote sales

# “Make Cramo the customer’s first choice!”

## How intelligent thinking and a dash of humour can promote sales

*Cramo is one of Europe’s leading suppliers of equipment rental services. Construction companies account for about 85% of its sales.*

### **The challenge**

Cramo’s rental solutions are broadly similar to its competitors’. They rent out the same kinds of machinery at roughly the same price and are available at similar locations.

So how do you differentiate and make potential customers prefer Cramo to other suppliers? The solution is a two-pronged approach to getting customers thinking in the right way – first by making the choice of supplier more important and next by rewarding the right choice.

### **The analysis**

Cramo’s purchasing process is theoretically simple. The construction company’s purchasing department signs a contract with one of the suppliers and everyone in the construction company’s organisation is then expected to follow the recommendation.

In reality, it’s a lot more complicated, as everyday decisions are taken on the construction site or even by individual construction workers who go to rent machinery. A construction worker forced to use a certain supplier they don’t feel like visiting can always claim that the equipment wasn’t available, forcing them to rent from another supplier to be able to get their work done.

### **The principle**

The right media selection must be determined by the target group and its habits. The majority of Cramo’s target group consists of men with reasonable Internet skills. They like sport, films and a good laugh.

We utilised broad media, such as radio and advertising, to introduce the campaign, and mainly digital media to engage the target group and reward the right choice.

### **The solution**

The basis of the campaign was the “Sweden’s funniest builder” competition and the prize was an all-inclusive trip for two people.

Construction workers filmed funny incidents on construction sites and uploaded them to YouTube via an app. The video clips were mirrored to a campaign website, where colleagues, family and friends could vote. The campaign website also let visitors know more about the advantages of renting equipment generally and the advantages of Cramo’s rental services specifically.

### **The result**

*“Construction workers and contractors all over Sweden were encouraged to participate. It attracted a lot of attention and over 45% of the target group was interested in actively taking part. 80% described the campaign as a fun idea, and over 50% of the target group also stated that the campaign had a positive impact on both their interest in, and attitude towards, Cramo. We know that our message reached the right people, and the campaign struck the right note, and “For a great day at work” is now our overall communications concept on all markets.”*

*Anders Collman*

Communications Manager, Cramo

For a great day at work →

### Campaign strategy and theme

Developing "Sweden's funniest builder" including five sample video clips.

### Campaign introduction

Ads and radio spots inviting construction workers to enter the competition. Signs at rental depots and construction sites.

### Campaign functionality

iPhone and Android apps to upload video clips on YouTube, tag them and link them to the campaign website. Campaign website, where video clips are displayed and everyone can vote, together with information about Cramo and the advantages of renting equipment.

### Campaign functionality



YouTube



Campaign website



App

### Campaign introduction



Signs



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We build strong brands by creating conspicuously profitable, boundless communication solutions for international companies who have high ambitions and entrepreneurial spirit. Pyramid has been ranked as Sweden's best B2B agency for 10 years. Webbyrån Petra was ranked as Sweden's best digital agency in 2014.

Do you share our ambitions to become a global winner? Let's meet and discuss how.

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Alfa Laval	Helsingborgs Hamn	Norden
Assa Abloy	Helsingborg	Perstorp AB
Awapatent	HemoCue	Posten Norge
Bluetooth	Hiab	Rapid
Borgestad Industries	Höganäs AB	Ruukki
Bostik	JBT Corporation	Rydahls
Bring	Kalmar	Saab
Contura	Lantmännen	Safmarine
Diab	Lindab	Sandvik
Duni	Maersk	SSAB
Ecophon	Medius	Stora Enso
Enfo	Midroc	Sulzer
Green Cargo	Munkfors	Tetra Pak
Gyproc	Navetti	Valmet
Haldex	Nederman	Yara



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