



Komatsu UK

KOMATSU

Task / problem

Promote range of new excavator machines to international buyers and distributors from across Europe and Scandinavia. We had to differentiate the product in a competitive market and highlight its key benefits to business buyers.

Solution / what we did

Develop, project manage and deliver a series of highly stylised, consecutive sales events to unveil Komatsu's new UK-built product range – with the Dash 8 machine taking centre stage at the shows in 2007. Creative elements within the show highlighted unique features and benefits. Events were staged in a dressed empty factory unit, sourced by MHW, in North East England.

For overseas delegates the entire visit to the UK and Komatsu was designed to be an

experience – from the personalised welcome at the airport through to the tailored reception at the hotel along with the bespoke bedroom information packs (translated into various languages). The subsequent show, featuring high impact lights, audio, pyrotechnics and film, provided the 'wow' factor followed by the sales opportunity. All of this was managed by MHW.

Results

More than 700 key sales and distribution contacts were given the first class treatment. Stronger than expected sales quickly covered the cost of this series of high impact shows. The Dash 8 range went on to become the No1 bestseller in its class in the world.