

LandingGear

Quirky Sells

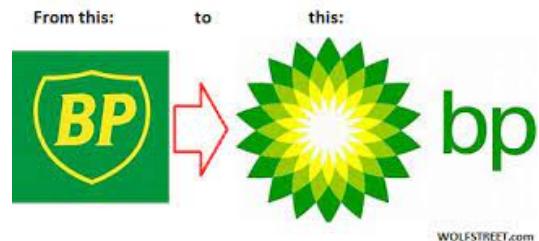
Quirky is friendly. Quirky is approachable. Quirky sells.

Quirky or friendly narratives are used by industries that have a negative public perception. The friendly approach turned a dull phone company into something adorable or a petroleum company that is a flower blossoming harnessing the immense energy of the sun. Sure, people know when they see lipstick on a pig. What if they are all perceived as pigs? Sometimes people are choosing what they perceive as the least bad phone company or the least bad petroleum company. (This gives a whole new meaning to the term “differentiation” as taught in Marketing 101 :-)



Brand Friendly

Landing Gear created a series of videos for a dealer of new and used Recreational Vehicles. We applied the brand-friendly principles to an industry that is considered high pressure, untrustworthy, and not particularly loyal. It's better than the automotive sales business but not by much. RV stores hire people from that industry. Also, RV dealers are not franchises held to Quality Assurance standards as set by the manufacturer. This means it's the wild West in RV retail. Although dealers can do what they want, this also provides ample opportunities to be as different as you want without being held to stringent corporate brand guidelines.



Localize You

Quirky - almost amateur - video productions creates a family-owned image making it much more approachable - less corporate. It's important to create a “local” feel by creating characters like “Steve Tremblay.”



Apex: Camping Dysfunction

Most of this client's base is made up of men and women visiting as couples. It has been noted that women carry a stronger voice in the purchase of an RV than their male counterparts. Women also engage differently than their male counterparts. Women have a tendency to recommend more than men. So, the concept was to create a parody to engage their male counterparts in buying a new RV. Women would view the piece, get a good laugh and forward it to their male partners as a way to get them "excited" about making an RV purchase. This video was created and used in a couple of different campaigns. Here is a snapshot of one that ran for about a week on Facebook:



[Watch Video](#)

Facebook Ad Buy: A One Week Snapshot of Data

IMPRESSIONS	30,628
REACH	12,020
LINK CLICKS	424

The Haulee Award: Cargo Trailer Awards

The Haulee Award campaign was more than just a video. The client was looking for a unique and fun way to sell this particular brand of cargo trailers. We created a fake award show: Haulee Cargo Trailer Awards. Even a fake trophy and branded award show logo were created. The client was so excited and impressed with the idea he asked if he could make stickers of the Haulee Award to put on his units.



[Watch Video](#)

Facebook Ad Buy: A One Week Snapshot of Data

IMPRESSIONS	37,996
REACH	20,662
LINK CLICKS	335

Jumping Jack Jump Up Trailers

This concept started with a haiku from the client. Usually I will get a detailed outline and in the past even a rough script. However, the product itself was interesting enough to come up with something fun for the target audience. Having lived in the area of the target audience, they are more than just people who like to be in the bush hunting and fishing. There's a certain vibe that needs to be tapped into. Show some great images of use, lay down a rockin' track and some product details at the end. Done. The response was a lot of smiles and laughter.



[Watch Video](#)

Facebook Ad Buy: A One Week Snapshot of Data

IMPRESSIONS	101,000
REACH	61,755
LINK CLICKS	2,980

Zombies: Thor Sanctuary Mercedes Sprinter

With the Covid pandemic finally taking a more positive turn in Canada, the client wanted to awaken his clients out of their slumber or in this case zombie-like existence with this exciting new RV from Thor.



[Watch Video](#)

Facebook Ad Buy: A Two Week Snapshot of Data

IMPRESSIONS	21,514
LANDING PAGE VIEW	710
LINK CLICKS	975



Notes

Impressions

impressions give you a measure of how viral your video was. A user may watch your video once and that's counted as an impression. If they watch it multiple times, those impressions are counted as well. What it captures is how well your video was shared with others. A user saw it twice, once as a paid ad and another time when somebody in the community shared it to others in the main timeline. In a world where it may take up to 5 times to convince someone to take action, multiple impressions are important.

Reach

Reach is the number of people your content is seen on Facebook. This can be through either paid or organic efforts. For the sake of this case study, all advertising was paid which means videos were dropped into specific areas rather than simply posted in a conventional feed and there we'd be measuring reach by those who are following you.

Link Clicks

Number of users that clicked on any call to action during or at the end of the video that would take them to a form or a landing page.

Source: [SproutSocial.com](https://sproutsocial.com)