

SCENICRD



B&W
TOWING ADVENTURE CASE STUDY



B&W Trailer Hitches is partnering with Scenic Road for a new storytelling initiative. Instead of selling products, we spotlight the brand's audience and outdoor-enthusiast lifestyle. This approach tells the stories of the people who live and breathe the essence of the brand and its tagline, "Towing Adventure."

PURPOSE

This series of mini-documentaries targets the brand's key verticals in western, fishing, boating, RV, ATV, and motorcycle. The purpose is to build both brand awareness and affinity. By showing the audience that we understand their lifestyle (and what inspires them), we'll create a passion brand that will be top-of-mind for their next purchase.



CONTENT STRATEGY CONSIDERATIONS

AUDIENCE

More than half of B&W's customers trailer horses within the western market, so our first brand film for the manufacturer featured a rodeo competitor. We know this audience skews older (35-65), is largely rural, conservative in family values, and are adventure-seeking and entrepreneurial in spirit.

METRICS AND OBJECTIVES

We wanted to show that storytelling would be more engaging than a traditional sales-focused commercial, and we believed the views and shares would make that case. We used the brand's most recent broadcast commercial as a benchmark, which had 57,000 views on Facebook, 422 likes, and 588 shares.



KEY MESSAGES

For storytelling, we purposely took a soft-sell approach to key messaging. Because the focus was on the audience's wants and needs, the messaging was presented in an entertainment format. We wanted the audience to know that we understand what drives them: passion for their pursuits, perseverance, and family.



TACTICS

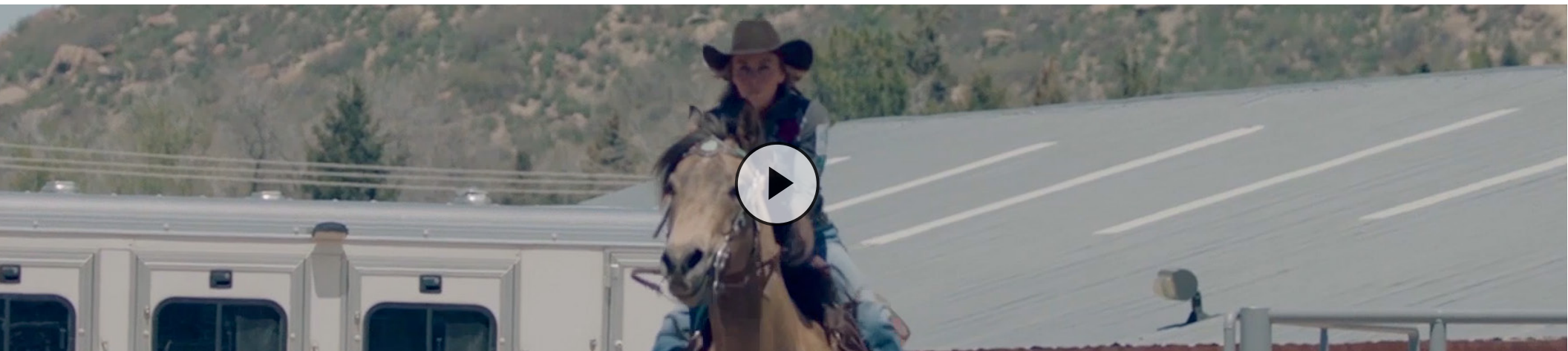
Because we wanted the targeted audience to see and share the video, we planned the roll-out around the National Finals Rodeo (NFR). We produced a :30 “teaser” video that aired during the event’s broadcast on CBS Sports. Its call to action pointed viewers back to the company’s website through a memorable vanity URL. There, audiences could watch the full-length brand film. We also posted the video to B&W’s Facebook page and boosted via demographic and lifestyle targeting. While the western/rodeo market was a primary audience, the underlying themes of “Try” (e.g., being an underdog, overcoming odds, persevering to achieve one’s dreams) were applicable to everyone, so our next phase of promotion opened us to a larger group.

To that end, we created “atomized” content, whereby we took the footage captured on the shoot and broke it down into multiple pieces that we optimized for specific social platforms (e.g., beautiful images for Instagram; microvideos for Facebook, etc.). We distributed these on various social channels over the course of a three-week campaign.

RESULTS

“Try” was B&W’s most successful video campaign ever. It received 2,100,000+ views on Facebook, which was a 5,286% increase over the previous average views on B&W’s Facebook page. It garnered 20,468 reactions and comments, including 5,000 shares. It also gained 2,648 new followers for the brand. As compared to the benchmark video of a broadcast spot, we were able to show that organic engagement was significantly higher. Over 90% of the views were organic, while only 88,000 views came from a paid Facebook spend. When comparing budgets between this video and our benchmark video, the storytelling video was 19 times as effective for half the cost.

Click on video to play



B&W continues to see results from our brand storytelling initiative. What follows are highlights from other campaigns we’ve produced for the brand.

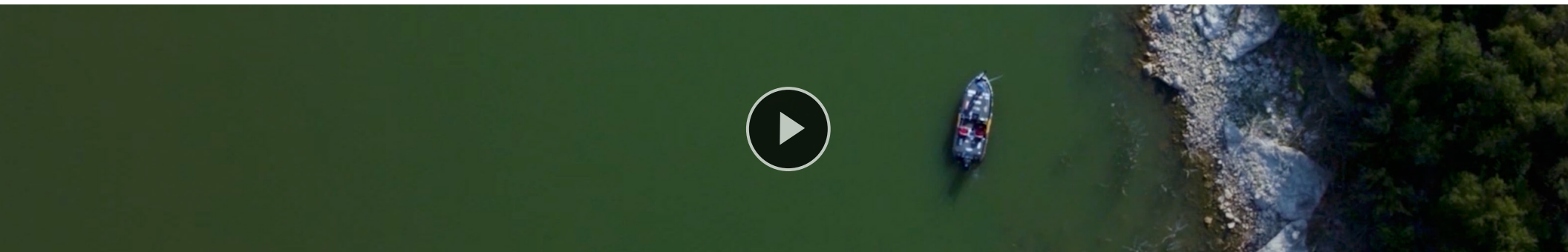
MORE THAN LUCK: GARY KLEIN

We wanted the audience to not only watch, but also to engage with the video, and we set several benchmarks to that end:

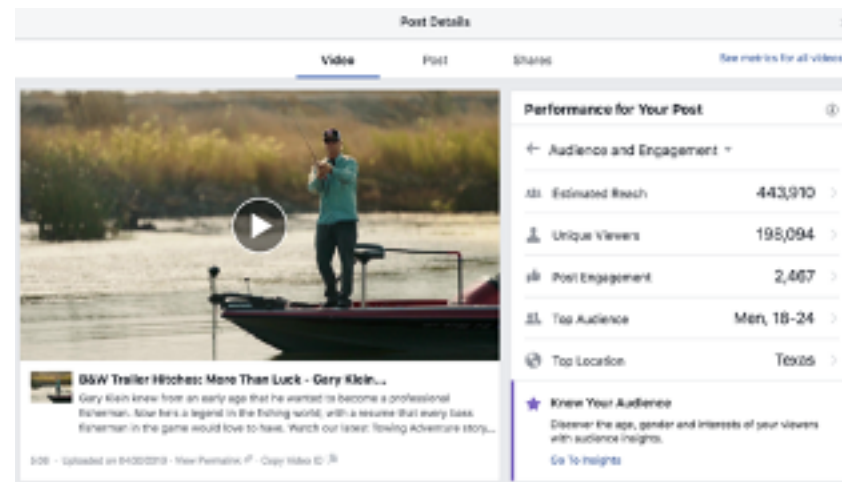
- Increasing minutes viewed on the Facebook platform by at least triple (from 1800 minutes viewed in April to our new goal of 5400 minutes).
- Setting a goal of 100,000 views.
- Setting another goal of 250 shares on Facebook.

We selected a male audience based on current data from both B&W and from the Major League Fishing sport and related TV broadcast platform, which Gary Klein founded. We know this audience skews older (35-65), is largely rural, and consumes longer-form content. We also selected this audience because previous videos in the storytelling series had already targeted the western and outdoor-enthusiast audiences, so this was an opportunity to reach a new endemic audience that was already using hitches to tow their boats.

Click on video to play



We initiated a small Facebook ad spend and orchestrated a Facebook Live session with Gary. When results were tallied, we landed at 104,600 minutes viewed (against our goal of 5,400), 280,000 views, and 425 shares.



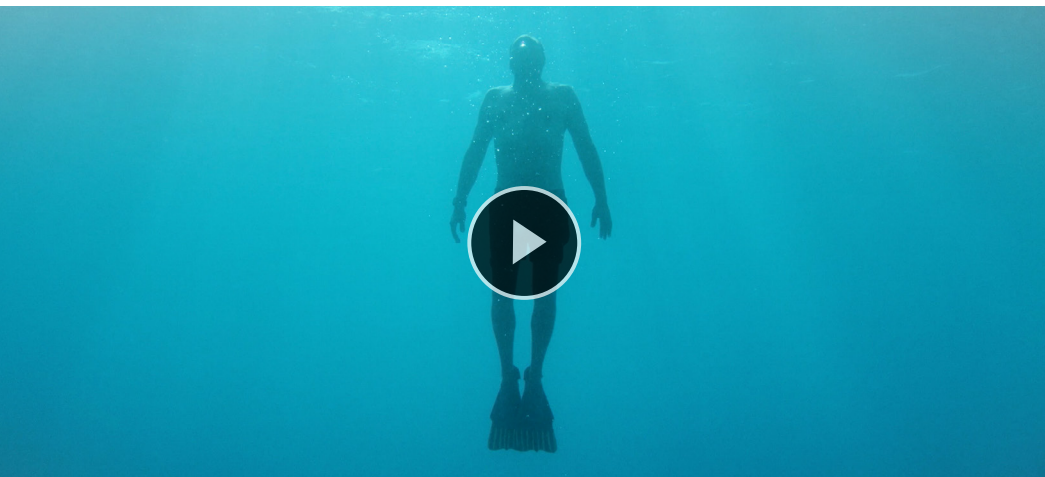
This video was so well received that the Outdoor Channel, home to Major League Fishing broadcasts, requested an extended 30-minute documentary, which the cable network aired four times over Memorial Day weekend, and at no cost to B&W.

WATERMAN/CAMPGROUND CONVERSATIONS

With each new brand film, we look at past analytics and weigh them against the brand's current goals. In the case of our latest brand film, "Waterman," B&W wanted to drive more people to its YouTube channel, where its organic how-to videos perform best. They wanted to move spend away from Facebook promotions and test how YouTube would engage younger audiences.

Scenic Road also produced a simultaneous but separate brand campaign, "Campground Conversations," for B&W's RV audience. We wanted to see which content would perform in a YouTube TruView campaign, so we could gain more insight into the demographics of the brand's diverse audience.

Click on videos to play



RESULTS

We were excited to learn the following key insights:

- Improved reach to a younger audience (18-24).
- Increasing engagement on Connected TV.
- Ongoing domination in view rate for longer-form content (which goes against best practices for most brands).

All content marketing is trial and error. At Scenic, the insights we gain on each campaign inform our strategy, tactics, and approach for each one that follows. We're interested in trying new tactics, and we'll also double down on what clearly works for the brand.



IMPRESSIONS (18-24)

293,044



VIEWS (CONNECTED TV)

384,523



VIEW RATE

75.53%



TOTAL IMPRESSIONS

1,055,175



TOTAL VIEWS

572,075