Building differentiation in a commoditised category

HARD EDGE™

The challenge
Engine filters are seen as a commodity with very few people caring which brand they use, let alone wanting to pay a premium.

The solution
An integrated campaign that re-framed the customer consideration process and increased the importance they put on filter quality.

The outcome
Increased brand visibility and sales.

Cummins Filtration 'Go with Fleetguard' Campaign

As a category with low perceived differentiation, Hard Edge was approached to develop a campaign for Fleetguard filtration products that re-framed consumer consideration as well as differentiated the premium Fleetguard brand from competitors.

Primary research we conducted with consumers and retailers revealed that while commercial vehicle owners cared a lot about their vehicle's engine and would gladly spend money on it, they would skimp on filter quality to save just a few dollars – despite understanding that filters protect their vehicle's engine.

One of our key strategic tasks therefore was to bridge this gap in logic and reframe consumer consideration of the filter category.

We developed a campaign that posed a range of questions to the target audience, compelling them to think more about the quality of the filters they use and suggesting they 'Go with Fleetguard'. Retailers were sent a premium direct mail pack and point of sale kits to reinforce key messaging and increase brand visibility at the point of purchase. Digital channels were utilised to reach the consumer market, with digital advertising, AdWords and social advertising delivering strong reach for the brand.

– **Brand strategy**
– **Concept development**
– **Campaign management**
– **Digital advertising**
– **Social media management**
– **BTL activation**

Filtration

Wanna keep your workhorse humming? **Go with Fleetguard.**

Got the best gadgets for your 4WD. What about your filter? **Go with Fleetguard.**

Don't muck around when it comes to protecting your engine. **Go with Fleetguard.**

Don't leave your machinery's performance to chance. **Go with Fleetguard.**

Farming

Why risk your cash flow when it comes down to a simple choice. Quality parts you can trust or inferior parts that require higher rates of service and expenditure?

More Info

Go with Fleetguard.

4WD Filter $88.88

Got the best gadgets for your 4WD. What about your filter? Go with Fleetguard.