

ON THE ROAD WITH MASTERNAUT

Masternaut was known far and wide for possessing something highly precious and uncommon: wisdom.

And their highly sought-after solutions for fleet management and optimisation earned them adoring fans throughout Europe and the UK.

But they wanted that wisdom to go further. They wanted to reach a bigger than ever audience with their insights, which covered everything from driver safety to cost optimisation and sustainability.

Most importantly, they wanted to use this as an opportunity to strengthen their relationships, both with existing customers and new ones.



Masternaut's idea was to design and launch a series of engaging webinars in English and French. The challenge however was to find the right stories. The right language that can resonate with the audience. How can they differentiate themselves and build continuous engagement?

They may not have realised it at the time, but they were looking for a way to ABM Utopia. The stars aligned and fate, luckily, was on their side. Because this is where Punch! entered the picture.

The team set about making magic happen, firstly by leveraging strategic insight to identify key topics of interest for the audience. Then came the creative theme : the rock star road trip. With each webinar turning into a stop along the way, participants completing the series were awarded the title of "Fleet Management Rock Star."

But that's not all. Punch! created everything from the themed microsite hosting the webinars to the additional assets that drove the accounts there. The microsite itself incorporated a lead generation form in the guise of a backstage pass, a "Meet the Roadies" section that introduced the hosts and even an online game. "Rockstar Rally" required participants to race around a track, with prizes up for grabs for the fastest times.



THE RESULTS WERE STUPENDOUS.

45,090
IMPRESSIONS

Over 300 websites sign-ups, an average of 117 UK webinar attendees with 151 signing up, and a whopping 45,090 impressions on LinkedIn.

This is the stuff ABM Utopia is made of.

Make your marketing out of this world with Punch!

Get in touch