

FX PROJECTS

Global OEM Brand Makeover

EQUIPMENT 

Challenge

One of the world's largest OEM's for construction equipment needs a marketing, branding, tradeshow and translation campaign built from scratch.

Action

1 year project including A3 assessment, \$1M + budget, organized all service vendors, rebranded company, developed more dealers, built all KPI's

Result

Successful delivery on all levels, doubled dealer network, record sales, improved brand recognition, client currently managing some, not