

The Time We Broke The PDAC

Atlas Copco's *ExcORE* Launch



When Atlas Copco asked us to help launch their latest diamond drilling innovation, we had no idea of the effect it would have on the Prospectors & Developers Association of Canada (PDAC) Annual Convention. Here's what happened:

Challenge

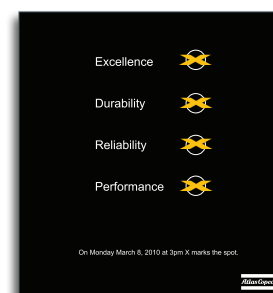
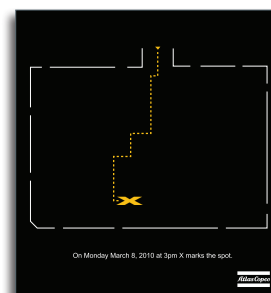
In 2010, Atlas Copco, a global leader in mining innovation, faced the formidable challenge of launching their groundbreaking diamond drill bit, *ExcORE*, at the world's largest mining event, PDAC. With over 1,000 exhibitors and 30,000 attendees from 130 countries, standing out in this bustling environment required a strategic and captivating approach. Atlas Copco enlisted our expertise to ensure their new diamond drill bit became the star of the show.

Drawing a large audience to the Atlas Copco booth amid hundreds of competitors and countless distractions was no small feat. The true test, however, was convincing the audience that the *ExcORE* line was the "best drill bit they ever made". Our team had to overcome skepticism and prove the product's superiority in a sea of alternatives.

Solutions

Teaser: X Marks the Spot

Playing off the name *ExcORE*, the "X Marks the Spot" teaser campaign was designed to intrigue and captivate the target audience. The target audience was sent a series of emails to build anticipation and generate interest in *ExcORE* premium diamond tools at the annual conference, culminating with a video email invitation to the event.



Incentive: The Diamond Giveaway

To further incentivize the audience, we organized a prize draw, giving away diamond jewelry crafted from the same synthetic diamonds that make the *ExcORE* drill bit perform so well. This not only ramped up interest, but it also baked a key value proposition of the new product into the promotion.

Resolve: A Personal Guarantee

Having conquered the attendance challenge through our teaser and giveaway strategies, we leveraged Atlas Copco's global reputation to sell the quality of *ExcORE* to event attendees and those abroad. In an industry where performance guarantees are unheard of, we created a video in which team members from around the world guaranteed the viewer that this is the "best bit they ever made". The combination of international voices made for a powerful message and gave the audience the assurance they needed to try the new product.



▶ WATCH THE VIDEO



Result: Breaking PDAC

As a result of our strategy, Atlas Copco had an unprecedented number of visitors causing event staff to temporarily shut down their booth to deal with the traffic jam we had created. The campaign's success was further solidified when Atlas Copco received a record number of orders for their new drill bit at the PDAC and in the following weeks.

Conclusion

The Atlas Copco *ExcORE* launch showcases our unique ability to execute integrated marketing campaigns for specific goals. We seize every opportunity to build our client's brand using the latest and most effective marketing tools and tactics.



About Clark:

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