


MACCK

PERFORMANCE TOUR

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Performance Tour Las Vegas Launch

Performance Tour Field Interviews



Driven to Succeed

How do you get people to buy a new heavy-duty truck that comes with additional pollution-control equipment and a higher price tag? Put real drivers behind the wheel and let them talk about the product.

In the summer of 2007, Mack Trucks sent 20 of its newest rigs across North America to spread the news about the performance of vehicles equipped with its US'07-certified engines. As part of the Mack Performance Tour the vehicles visited dealerships in the United States and Canada.

Over the course of five months I conduct on-camera interviews with truckers after they test-drove the vehicles — 85 drivers in two countries and eight cities. Initially Mack mounted the interviews on a microsite. Later they used the material in a variety of marcom projects, including ads, media pitches and a private-label magazine.