Best of NAMA Entry Form - Physical Advertising Entries

(Includes Consumer & Specialty Advertising Categories)

This entry form is used for the following categories: 1-12, 18-21, 23-29, 53-54, 59 & 61

**Note: For Electronic “E” Entries fill out the online entry form.**

Read complete rules before submitting. You may reproduce this entry form as needed, if the same information is listed. Please make sure all names are spelled correctly, persons responsible are identified, proper company division is listed, etc. Information is taken **DIRECTLY** from entry forms to notify winners and order plaques. **Please remember to make TWO (2) additional copies of the entry form to submit with entry. You can get this form on the website at www.nama.org. DON’T FORGET TO INCLUDE EMAIL ADDRESSES. ALL COMMUNICATIONS REGARDING THE AWARDS PROCESS WILL BE SENT VIA EMAIL.**

**Category Number: 17 Category Name: AV Presentation**

**Chapter (mandatory): Iowa**

**Entry Title: Tailgate Talks**

**Company: Vermeer**

**Address: 1410 Vermeer Road East**

**City: Pella State: IA Zip: 50219 Phone**

**Person Responsible: Bailey Boyert Email: bcore@vermeer.com**

**Agency: Lessing-Flynn**

**Address: 220 SE 6th St., Ste. 210**

**City: Des Moines State: IA Zip: 50309 Phone: 515-274-9271**

**Person Responsible: Jordan Beynon Email: jordan@lessingflynn.com**

**What is the challenge/opportunity the communication is expected to solve?**

Vermeer was planning on hosting a 2018 sales meeting in Pella, Iowa, at the Vermeer Global Pavilion September 5–7. We were expecting around 500 Vermeer Forage Dealers from around the U.S. and Canada. On July 19, 2018, Vermeer was hit by an EF3 tornado. While we were thankful the forage business received little disruption, Vermeer still had a lot of work to do to meet our two most important objectives as we recovered and rebuilt. First, as a major employer in the region, e wanted to get everyone on the Pella team back to work. Second, we wanted to get all our industrial product lines back to full capacity. Therefore, the Vermeer Global Pavilion, where we had intended to host the 2018 sales meeting, was converted into a shipping warehouse and central receiving zone.

For Vermeer to stay focused on meeting our production targets and integrating employees back into operations as quickly as possible, we had to make the tough but necessary decision to cancel the 2018 National Sales Meeting in September.

While we were disappointed to cancel this year’s event, our commitment to our Forage business — across the Vermeer family, our senior leadership and our shareholders — is as strong as it has ever been, so we decided to deliver our sales meeting content in an alternative format to dealers in October 2018. The format we deployed through our Vermeer Territory Managers was a touchscreen kiosk loaded with content we intended to share in person during the national sales meeting.

This was accomplished through video and equipment walkaround guides.

**How do you want the intended audience to feel or think after seeing the work? What do you want the intended audience to do?**We wanted the Vermeer Dealers to know that we very much value their partnership anddidn’t want them toquestion our ability to recover after devastation hit the Vermeer campus in July. We wanted to instill confidence that we are Vermeer Strong and we will still be able to manufacture forage products and deliver the same level of excellence as before.

**Identify the target audience and provide rationale for why the audience was chosen (e.g. demographic, psychographic, attitudinal and/or other**

**strategic considerations.)**

The audience is comprised of our current Vermeer Forage Dealers who carry the Vermeer line of equipment, including balers, mowers, rakes, tedders, processors, bale wrappers and Vermeer Net. They are dispersed across North America to serve farmers and ranchers.

Because we were no longer able to host the national sales meeting in Pella, Iowa, on the Vermeer Campus, we deployed all Vermeer Territory Managers to meet individually with each dealership group across the U.S. Each Territory Manager had roughly 30–40 dealership visits to accomplish.

We equipped Territory Managers with a touchscreen TV that was loaded with a sales meeting experience we call “Tailgate Talks.” We wanted to communicate the following and had 30 days to turn our sales meeting content into video format:

* Our commitment to the hay producer
	+ 2 videos from the family
* Vermeer strong
	+ 1 video on the tornado update that played automatically when the home screen icon was touched
* Product launches
	+ 3 products were launching, each product had multiple videos to highlight the features and benefits, plus we created an equipment walkaround guide with touchpoints for the territory managers to speak to specific features as needed
		- 8 videos and 3 walkaround guides were created
* Future and innovation
	+ A message on the Vermeer 2030 vision and innovative products that are in the works at Vermeer
		- Content is highly confidential and not included in the PDF
		- 2 videos were created to communicate these messages
* Dealer support
	+ A peek into the new dealer marketing center that houses any and all resources a dealer could possibly need to market, sell and promote their equipment to farmers and ranchers

Because this was loaded to a USB and hosted locally on the USB drive, we don’t have a URL to access as some of the information shared is for dealer use only. What we are able to share is a PDF of creative to give you glimpse into how the touchscreen was executed.

**Submitted By\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Company: Lessing-Flynn Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**