

Brand Video Program Developed for International Agricultural Tire Distributor



Tyres International is a 50-year-old distributor of agricultural and OTR tires in North America.



CHALLENGE

Tyres' expansion required a new brand video platform.



Tyres' communication was through non-digital channels.



Tradeshow participation was stagnant. Growth through digital marketing channels was desired.



Sales personnel consistently requested video assets to assist in the sales process.



Tyres International envisioned the use of video in marketing and sales channels as well as traditional channels.

OPPORTUNITY

Develop a branded video platform for Tyres International to launch a brand video as well as other videos in all marketing channels.



Represent the variety of agricultural, construction, OTR, and specialty tires Tyres International offers.



Represent the geographic scope of Tyres International's territory with relevant representations of the diverse markets.



Create a unique brand platform for video to represent the unique value proposition of Tyres International's product offering.



Create impact and introduce the "new" Tyres International while leveraging the historic brand presence in the market.

Tyres International Brand Video Platform

The Brand Video Platform established a foundation for brand messaging as well as marketing, sales, and social media video activation.

BENEFITS

Brand Anthem establishing Tyres International's new growth emphasis, product portfolio, and commitment to customer segments.

- 1 Differentiation of the brand from competitors based on price/value positioning.
- 2 Representation of geographic markets and target market product variations.
- 3 Brand consistency across all marketing distribution channels, marketing automation platforms, marketing campaigns, and sales enablement and activation material.



RESULTS



Tyres International successfully grew brand recognition.



Target market awareness allowed for sales growth and solution awareness through the Tyres International product line.



Delivery of the brand videos directly to target market accounts for activation.

2022

Tyres International was acquired by Ascenso Tires in 2022.

