



Toro



CONTACT:
Terri@mojogang.com
612.619.2837

BRAND GRATITUDE OPPORTUNITY

SAYS TO ME	DOES FOR ME	DOES FOR OTHERS
	◆	

OPPORTUNITY: Snow throwers may help you clear snow faster and more easily, but what if you bought one and it doesn't snow? Then all a snowblower does for you is cost you money sitting in your garage.

IDEA: Toro had an opportunity to help people be prepared while mitigating the risk of an unneeded purchase. So we introduced the S'no Risk guarantee. Buy a snow thrower and if it doesn't snow you get your money back. To generate interest, media coverage and social media interest we set up full size "Emergency" Snow Thrower kiosks in snow-belt malls. And had a sweepstakes where the winners got to break the glass and keep the machines.

RESULTS: Instead of units sitting around waiting for it to snow to get sold, Toro earned gratitude for helping consumers get ready with less risk to the whims of the weather.

