

CASE STUDY: CAUSE RELATED MARKETING

CLIENT:
MAGNA Industrial Tool
Company

PROGRAM:
Tools of the Trade Play-
house Project

COMMENTS:
To accomplish both product interaction and cause-related marketing goals, JDPR conceived an interactive, hands-on project that allowed customers to experience MAGNA's power tool accessories while working for a worthy cause.

MAGNA[®]

INDUSTRIAL TOOLS

CLIENT

Magna Industrial Tool Company - a leading supplier of superior power tool accessories for industrial, professional construction, woodworking and assembly markets worldwide.

PROGRAM

Tools of the Trade Playhouse Project: To engage professional users of industrial power tools and power tool accessories at the industry's leading trade show, JDPR involved show attendees in the construction of children's play houses on the trade show floor, creating a tremendous spectacle and cause-related marketing success.

PR OBJECTIVES

- Drive booth traffic at major industry trade show
- Increase attendee interaction with new products
- Support local community cause

PR RESULTS

- MAGNA "owned the show" with unprecedented booth attendance
- Nationwide trade media exposure
- Local market coverage by television news outlets

