

Group 5



HERE FOR THE LONG RUN

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THE ASK

BELIEF INSIGHT

1

Gen Z's unmet needs:

- Brands that prioritize sustainability
- Brands that cater to them
- Brands that influence change

2

Gen Z's unique POV

- John Deere is a long-standing American brand
- Gen Z wants products that excite them, tractors don't fit that.

BEHAVIORAL INSIGHT

1

What's keeping them from John Deere?

- Gen Z sees no use for John Deere products in their day to day lives
- There isn't much advertising/communicating on platforms used by Gen Z
- Gen Z thinks of John Deere as a company for the Boomers
- Gen Z is unaware of John Deere's current sustainability efforts



OUR STRATEGY

- Right now, Gen-Z does not see how John Deere products can benefit them.
- In order to change this belief and get them to see the value in the brand, John Deere should develop a **clothing line**.
- This will shift Gen Z's perspective away from John Deere just being a tractor company for old men.



OUR STRATEGY

WHY THIS WILL WORK

- By manufacturing the clothes for the line, John Deere can become a leading entity in the push for sustainability.
- John Deere can use its own equipment to gather cotton and harvest it to develop this fashion line, using the most sustainable practices possible.
- The clothing line will be based on streetwear and upcycled fashion.



OUR SOLUTIONS

- Hero Video
 - A story-driven experience that captivates the attention of our audience
- Immersive Experiential Campaign
 - Taking a tour across America
- Getting Social
 - Making statements where it counts



HERO VIDEO

How and why will this work?

1

Showcases the visual, palpable products and brand vision of John Deere

2

Will attract the eyes of a target demographic that generally leans toward short-form content and fleeting messaging

3

Allows us to create meaningful messaging that will resonate with the emotions of our demographic



THE ELEMENTS OF A GREAT HERO VIDEO

Taking a new approach

To make a great video, we decided on a few elements:

- Rooted in short form- even longer videos need quick cuts and eye-catching hooks
- Appealing to the sensory craze
 - TikTok illustrates this trend well

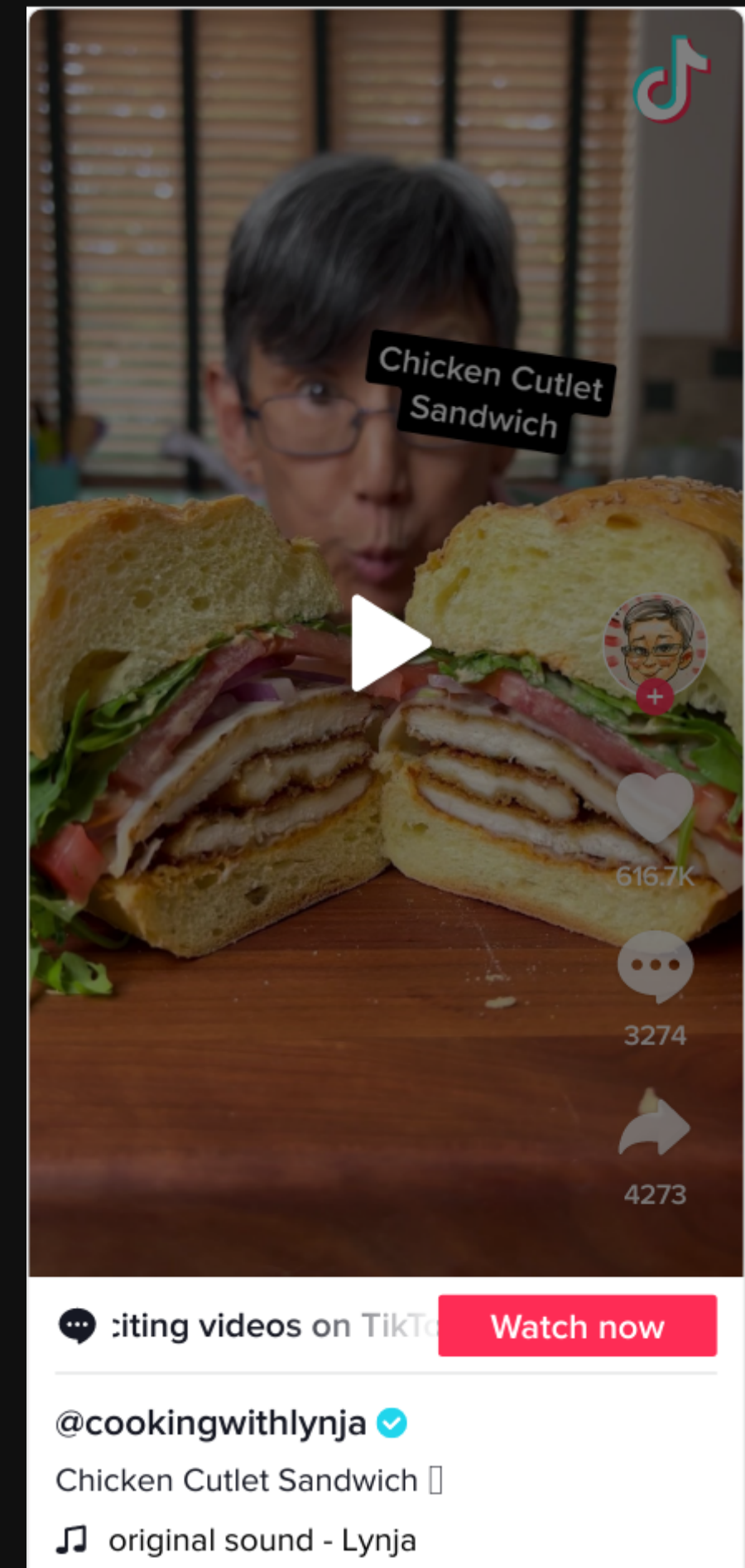
**CHRYSLER'S
"HALFTIME IN
AMERICA" SUPER
BOWL SPOT**



LET'S LOOK AT AN EXAMPLE

Videos that focus on ingredients just as much as the final product they complete- that's what's in right now.

SOURCE: COOKINGWITHLYNJA ON TIKTOK



WHAT MAKES THE LAST VIDEO SO GOOD?

SHORT FORM

Quick cuts keep the audience's attention

TIMELINESS

Lynja may be older than her target audience, but she knows what they're looking for

SENSORY FOCUS

Plenty of satisfying sounds and shots keep viewers in place until the end

EDITING

Modern, humorous editing appeals to Gen Z the most





VIEW FOR THE LONG RUN. VISIONS FROM CANVA DESIGN.

By
TOMAS

Here for the Long Run Story.pdf

Check out this magazine designed by Jack LaMarche.

 Canva

WE'VE TAKEN YOUR FEEDBACK INTO ACCOUNT. CANVA DESIGN
IS NOW A LEADER IN THE CREATIVE INDUSTRY.
THANK YOU FOR YOUR SUPPORT.



WHAT MAKES THIS CONCEPT WORK?

- Sensory focus
 - If you really want to get Gen Z's attention, sometimes actions speak louder than words
 - No narration, no voices, just pure audio and visuals
- Aspirational vision
 - Our audience wants to be inspired. John Deere is here for the long run, and this is how we show it
- Making value propositions three-dimensional
 - It isn't enough to just "be sustainable." Mixing the brand's creativity with their core beliefs and values drives transparent, relatable content



HERE FOR THE LONG RUN

There are only a handful of brands that have been **fortunate** enough to see you grow up.

From the days of **peddle tractors** and **sandboxes** to the nights spent planning the next harvest, we've been with you **every step** of the way.

Here at **John Deere**, we've always been **running**. But even the best know when it's time to pass the baton.

We've been here, seeing what you're capable of. From **climate change** to **social injustice**, no challenge is too great for you to face.

We believe in you, and we'll still be here, helping you make this world a little better than you found it. That's our **promise**: we're here for the long run.

EXPERIENTIAL ELEMENT



TRAVELING POP-UP EVENT

- Gaming truck to create a unique, traveling VR experience, ending at CES,
- There will be several VR headsets with small racer jacket creation stations.
- The attendees will have a VR experience where they are able to customize a John Deere themed racer jacket.
- Backdrop for photo ops outside the VR-experience. At CES, a actual race-car will be in front of the backdrop with the hashtags:
#TakeTheWheel and #GetRunning



IMMERSIVE EXPERIENCE

CREATION STATION

Using virtual reality technology, consumers will have the opportunity to see a glimpse of the cotton harvesting and clothing manufacturing process, then get to build their own jacket. The jacket would be similar to a racing jacket, as these are becoming increasingly popular among Gen-Z and the "streetwear" clothing trend.

Allows for an immersive experience so consumers can get involved and have fun with John Deere.

EXAMPLE: EPCOT TEST TRACK



Just as this ride allows people to build their own car and then view their creation, John Deere would allow consumers to build their own street jacket.



JOHN DEERE X CES

CONNECTING TO GEN Z

- Gen Z and Millennial audiences that are interested in innovative technology know that CES is important.
 - It is the the #1 trade show for technology in North America.
- Bring the show to Gen Z. Don't wait for them to come to you.



THE VR-XP TOUR



CES 2020 STATS

Total
Attendance
171K

Social Media
Impressions
839K

87% Positive
Impressions



TECH INFLUENCERS

IJUSTINE



7M Subscribers
Avg. 235K views
a month
+0.13% growth

**MARQUES
BROWNLEE**



15M Subscribers
Avg. 3.8M views
a month
+0.61% growth

**AUSTIN
EVANS**



5M Subscribers
Avg. 531K views
a month
+0.36% growth



SOCIAL MEDIA STRATEGY



PLATFORM CHOICES

#TAKETHEWHEEL

- TikTok
 - Our primary platform to drive impressions up.
- Youtube
 - Gen Z consumes longer-form, attention-sustaining content here.
- Twitch
 - Streaming and VR go hand-in-hand, and Twitch is among the best platforms for creating lasting brand loyalty
- Facebook
 - Create ads that highlight the virtual reality video and run them throughout the campaign.



TIKTOK

- Our primary platform to drive impressions up. Extremely necessary given the lack of John Deere's current presence on the platform. Begin using the hashtag #TakeTheWheel on all posts.
- What Can We Do?
 - Condense hero video for the short-form style necessary to thrive on TikTok
 - Ensure that the brand voice is in sync with the Generation (Friend to Friend vs. Seller to Consumer)
 - Focus on short form, timeliness, sensory focus and editing



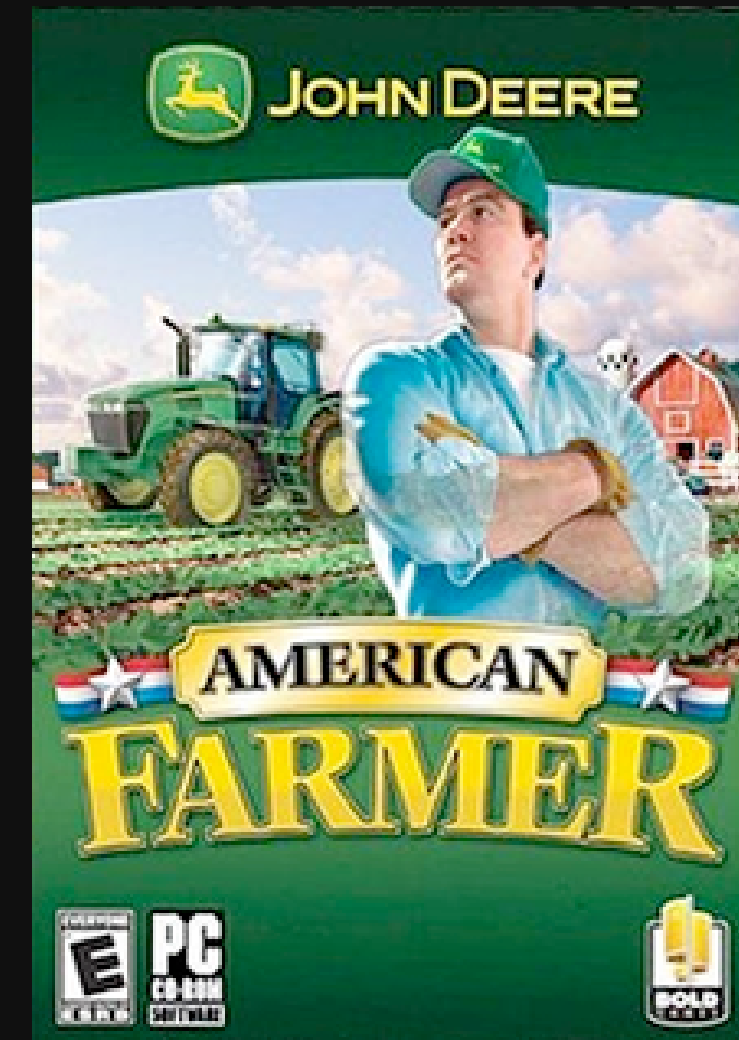
YOUTUBE

- Gen Z consumes longer-form, attention-sustaining content here. Sharing our campaigns here would keep us at the forefront of our audiences' minds
- A 2-3 minute describing the racing campaign with the hashtag #TakeTheWheel can be shared.
 - Expand the Tik-Tok video to detail the campaign



TWITCH

- Streaming and VR go hand-in-hand, and with campy titles like "John Deere American Farmer" providing streams of funny content, we can approach Gen Z from new angles
- Incorporate Twitch influencers and give them "merch" and the Virtual John Deere Farming Game to play and promote



FACEBOOK (META)

- Create ads that highlight the virtual reality video and run them throughout the campaign. Keeps the current consumer involved and could attract a younger audience.
- Instagram, as a Meta-owned company, is going to be critical in the success of a campaign aimed at Gen Z.
 - Instagram Reels
 - Aspirational photos
 - Fashion inspiration



**THANK
YOU!**

Any Questions?

