

TWO MEN AND A TRUCK

Brief

Two Men and a Truck approached Nova 96.9, requesting that Fitzy and Wippa come up with an innovative and creative way to tell Sydney that Two Men and a Truck were the best removalist company in town. They enlisted the help of Nova and Fitzy & Wippa to create a highly engaging campaign with social and digital reach that would help spread the word.

Campaign Objectives

- Position Two Men and a Truck as a safe, reliable, stress free and industry accredited removalist
- Drive brand awareness through digital and social platforms
- Increase sales.

Insights and Solution

Fitzy and Wippa decided to promote Two Men and a Truck, but stitching up their news guru Matt De Groot. They recruited Two Men and a Truck to help with the stunt, but asking for their help to remove everything from Matt's house, including his bed, cupboards, clothes, shoes and the rest! Matt's belongings were conveniently and efficiently dropped off at a nearby park for Matt to discover a little later, with Fitzy and Wippa there to catch his reaction. The whole stunt was filmed and profiled to demonstrate how professional, competent and skilled Two Men and a Truck really are.



Results

- YouTube viewings across both Nova and Two Men and a Truck channels totalled 18,742
- One post reached an all-time high of 6,000 on Two Men and a Truck's Facebook page
- Two Men and a Truck featured in the Manly Daily which has a readership of 148,000
- Two Men and a Truck received calls quoting the stunt up to five months after execution.



Station

Nova 96.9

Campaign type

Promotion

Promotion timeframe

5 days

Target market

18-24 years, 25-39 years

“The response we got from this activity was amazing. This kind of exposure has increased brand awareness and helped us to boost both our peak and off-peak seasons to maintain steady growth.”

Jake Piper, Marketing Executive -
Two Men and a Truck