



**Altec Australia  
New product introduction  
– The AT46P Elevated  
Work Platform**





## Altec Australia New product introduction – The AT46P Elevated Work Platform

Demonstrates.

- Working with global brands
- Content assimilation – technical conversancy and accuracy
- Production effectiveness/ logistical skills
- Social media capability.

The challenge.

AMIN partner agency, Cayenne (Birmingham Alabama) reached out to DPR&Co to assist their client, Altec, with an NPI shoot in Australia, when COVID restrictions prevented its team from travelling overseas.

The brief required us to gain a rapid understanding of the operational features and functionality of the AT46P, to capture 300-plus shots for the development of a Basic Operations Video (BOV) together with content for the launch video.





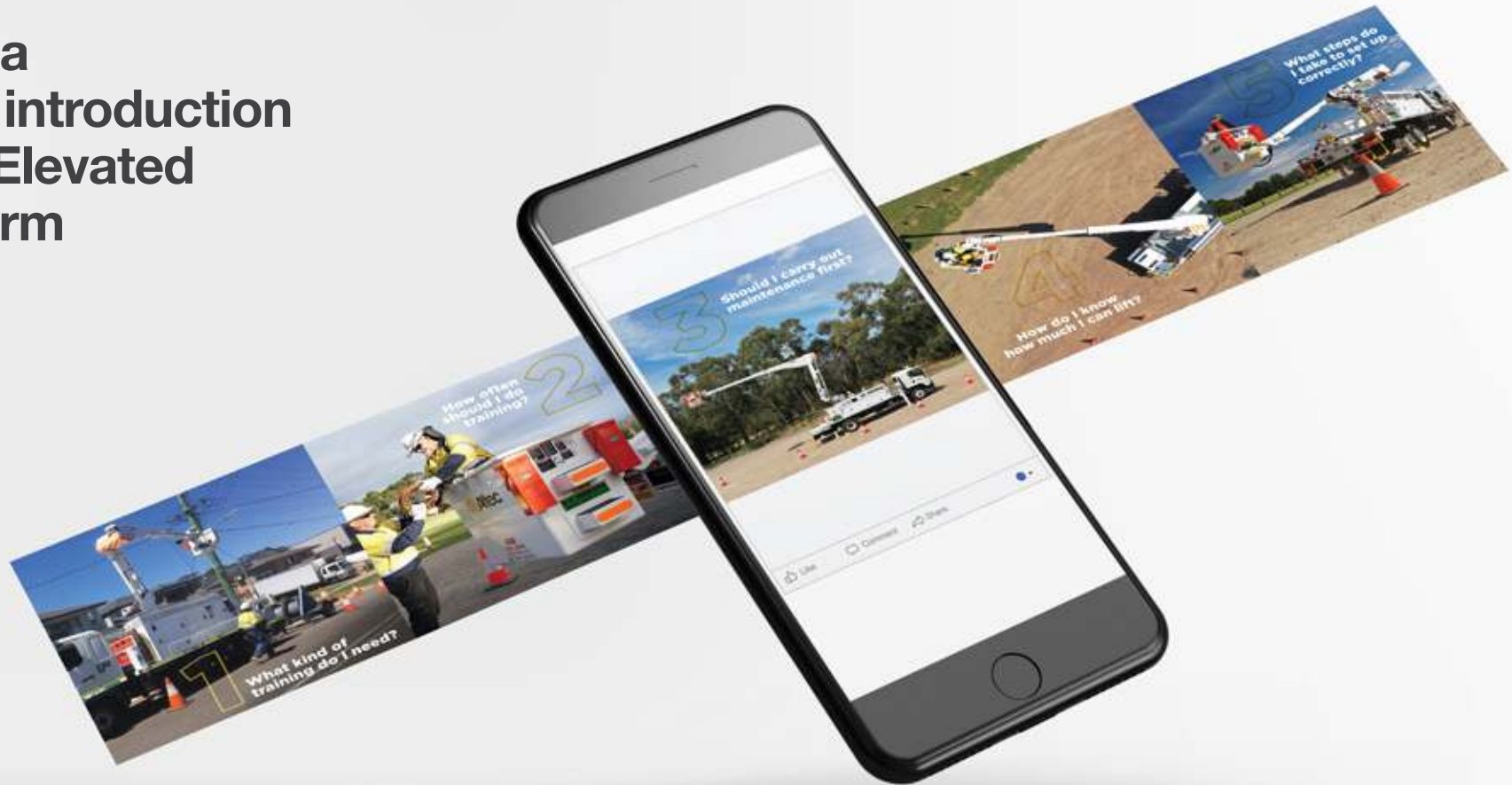
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Our response.

DPR&Co worked closely with the Altec product development and marketing teams to map the content and VO script for the BOV in minute detail including 'in action' footage (on road and drone) for marketing purposes. Footage was then shipped to the US for editing by the Altec team.

An Australian voice over was recorded for the 30-minute instructional video.

DPR&Co was also engaged to manage the Altec AU organic social channels on an ongoing basis - including planning, scheduling and content development - and more recently follower growth activity.





Altec marketing video  
<https://vimeo.com/648829161>



# Altec Australia

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The result.

The AT46P launch and ongoing social content continues to generate strong interest within the utilities and vegetation management industries - with the promotion of the Altec brand and product range - using locally produced content.

<b>Client</b>	Altec Australia
<b>Product</b>	AT46P NPI and ongoing social media support
<b>Audience</b>	Industry professionals - utilities and vegetation management
<b>Channels</b>	Online and social
<b>Deliverables</b>	Instructional and marketing video content, VO and social content
<b>From brief to live</b>	3 months (instructional and marketing content)
<b>Performance</b>	Strong launch performance and uplift in social engagement.

