

HONDA

Honda MPE.
Greatness from the ground up.

BUFFALO PRO,
MOW-SAFE TECHNOLOGY,
LIGHTER CONTROLS

HRU19 BUFFALO PREMIUM
HRU196 BUFFALO PRO
HRU216 BUFFALO PRO

WIDE OPEN CHUTE
4 YEAR WARRANTY

ENGINE BRAKE TECHNOLOGY



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Demonstrates.

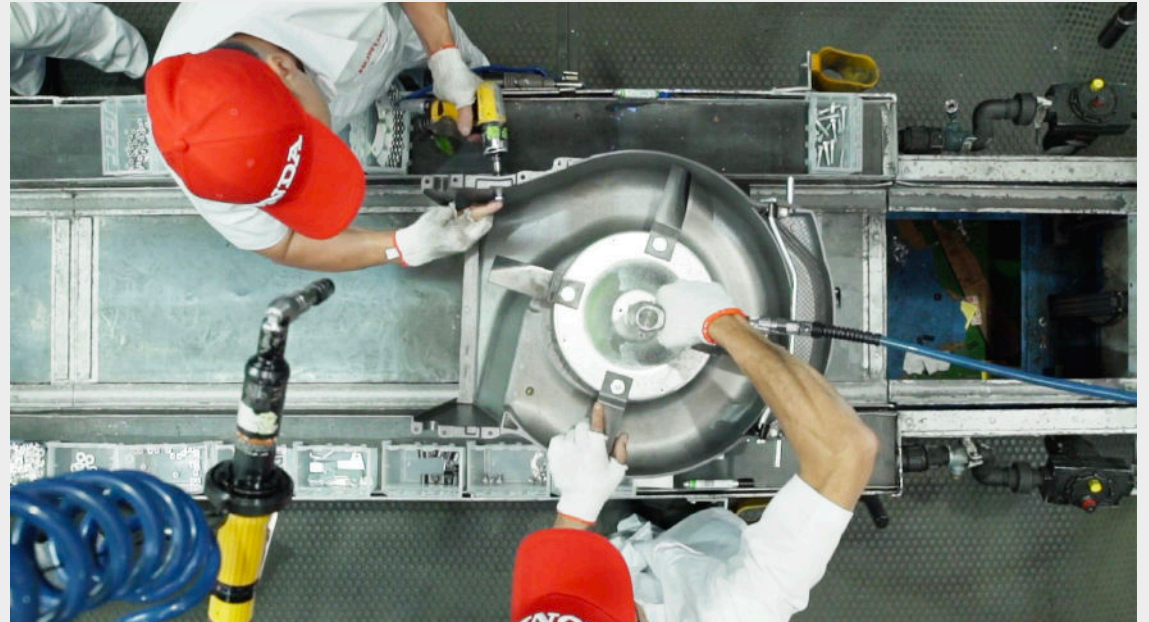
- Expertise in retail new product introduction
- High level skills in omni-channel campaigns
- National sales channel partner engagement
- Combination B2B and B2C targeting

The challenge.

A technical issue with a previous model had led to a softening in consumer sales.

In response, Honda's R&D team had not only rectified the problem – they'd set a new benchmark for mower design and quality.

DPR&Co was briefed to create a fully integrated launch campaign for the new, Australian-built Buffalo premium mower range to recapture market dominance.



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Our response.

We set about giving the new Honda Buffalo product an iconic, monolithic feel to highlight the fact that this was an important launch. Our messages were clearly focused on the 'metal', highlighting the features that had driven a paradigm shift in mower design.

Great From The Ground Up highlighted that fact that the new Buffalo mower was a completely reimagined mower of extraordinary design and build quality capable of delivering a paradigm shift in performance and built to handle tough Australian conditions.

We then set about telling the Made in Australia story, to further differentiate Honda quality from lower-priced imports.

Meanwhile, our social content was designed to highlight the new levels of performance while making the brand feel accessible and user-friendly.





Online video
<https://vimeo.com/288091178>

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The result.

With a fit-for purpose Aussie mower, dealer confidence was heightened, resulting in strong product sales and the re-establishment of the Honda Buffalo as the premium mower in its class for both professional and domestic purposes.





Online video
<https://vimeo.com/287601796>

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Client	Honda MPE
Product	Buffalo mower range
Audience	Garden enthusiasts/commercial operators
Channels	Broadcast TV, OLV, BVOD, digital, social, OOH, retail POS
Deliverables	30 and 15-sec TVCs/OLVs, digital/social ads, catalogues and in-store collateral.
From brief to live	3 months
Performance	Regained confidence among multi-brand dealers. Strong consumer and commercial sales with increased market share in category.

