

Enova Systems

Driving a Greener Drive Train

The Challenge: Broaden visibility and enhance perceived relevance for a relatively new manufacturer of EV/HEV drive system technology at a major national tradeshow.



The Approach: While Enova Systems had been developing a new more environmentally-friendly drive system for EV/HEV heavy-duty truck, bus and fleet operators (saving them significantly on fuel costs), sales and awareness were seriously lagging. We recommended that the company make a splash at one of the nation's largest trade events: the National Truck Equipment Association tradeshow. The importance of making a big impact at this show could not be understated with major vehicle manufacturers from both US and Europe attending. We started by heightening awareness and interest among a small targeted list of prospects two months before the show, providing them with product information, promotional materials, booth and special event invitations. But we didn't stop there. During the show, in addition to booth activities, we positioned highly visible branded product messaging on vehicles outside the hotels and convention hall that included "ride-along" demonstrations.

The Change: 70% of the targeted audience visited the booth and Enova sales personnel were rewarded with 28 high level sales appointments (they were optimistically hoping for 12). Marketing activities at the tradeshow also generated interest among a prized group of "second tier" customers which ultimately resulted in orders from key accounts such as Staples and Isuzu.