



**EX AWARD**  
**CAMPAIGN:** Honeywell Express Mobile Demo Unit  
**BRAND:** Honeywell  
**AGENCY:** Aspen Marketing Services

Some of the key clients for Honeywell's process solutions services are plant managers, engineers, and maintenance and operations staff at industrial manufacturing facilities. That means one of the most difficult parts of Honeywell's sales equation is that those who influence purchase decisions are often in remote areas and they typically are loathe to leave their work sites for sales meetings.

So Honeywell took the sales meetings to them with the Honeywell Express Mobile Demo Tour, which visited 500 companies over the course of 10 months, connecting account reps and sales teams with upwards of 1,200 prospects. The 18-wheel trailer was outfitted with computers, monitors, and plasma screens, along with devices that demonstrated Honeywell's control systems and solutions.

"The real reason we built the truck is that with the products and applications that we deliver to our customers, seeing is believing," says Brian Chapman, director-marketing communications at Honeywell Process Solutions. "And our ability to increase the probability of a sale dramatically increases when the customer can sit down and tinker with the stuff."

Interior elements can be changed out so displays are appropriate to the customer's specific industry. "Honeywell polled its sales force to find out what products it needed to sell and came up with a product mix that would meet those needs," says Steve Materna, vp-program operations for West Chicago, IL-based Aspen Marketing Services. "So we can cater the experience to customers we're talking to that day."

Was it a hit? Chapman credits the vehicle with helping to turn around a multimillion-dollar contract on its fourth visit and says the success continued throughout the year, generating millions in incremental sales, and exceeding Honeywell's initial projections by 20 percent for 2005—which is why it's back on the road this year. Says Chapman, "It's not every day you get a grand slam out of a marketing program, but this truly was a grand slam for us."



**GOLD WINNER**  
**CAMPAIGN:** Network on Wheels Road Show  
**BRAND:** Cisco Systems  
**AGENCY:** MAC Meetings & Events

To reach business customers who typically don't travel off site for events, Cisco used its Network on Wheels Roadshow to bring computer network systems right to their doorsteps. Loaded with the latest Cisco technological solutions for small- and medium-size business owners, eight NOW vehicles were on the road five days a week, hitting multiple locations in each market and conducting a total of 759 seminars in '05. Inside the shuttle-style vehicles, visitors watched presentations on a huge plasma screen. Laptops lined a countertop equipped with video cameras for videoconferencing, while server and wireless access equipment was stored to the side on glass shelves. Bench seating allowed six at a time to sit and take in the presentations.

Cisco got an impressive 68 percent of invitees to attend, and a total of 9,280 participated during the year.



**SILVER WINNER**  
**CAMPAIGN:** Honoring Lives  
**BRAND:** Batesville Casket  
**AGENCY:** Mobility Resource Associates

The first brand in the casket industry to tap the mobile tour realm, Batesville took its products directly to independent funeral homes, giving potential customers a chance to learn more about the brand. Based on the number of sales meetings completed, the tour was a real success, helping the company reach 6,487 funeral professionals from 2,888 funeral homes over the course of the year. That total exceeded the average number of customer visits to Batesville headquarters by more than 400 percent.

Two 53-foot semi trailers expanded into a 1,000-square-foot exhibit area, with video presentations as the focal point of the experience. Large-format graphics and cutaway casket displays helped provide the visuals for the tour, which usually set up shop at hotels or Batesville warehouse facilities for three-day stints. The environment was designed to educate visitors, while reinforcing the brand's image of understanding and innovation. After the tour, key customers received a follow-up letter from Batesville and a clock to remind them of their visit.