

Sara Ingles – Point of Pride Transcript

[00:00:00] **Sara:** How do you make a rap video for a major conservative brand? It's kind of a funny story. It all started when one of our Caterpillar clients came to us with a challenge to introduce a new product in a meaningful way while struggling with market erosion and ended with an outlandish rap video about dozer pride that took off like wildfire.

[00:00:18] Six and a half years later. I still have it bookmarked in my browser and check every few months to see if anyone is still engaging. They are.

[00:00:35] **Misty:** Hey there friends. Thanks so much for checking out our Point of Pride series. In celebration of our 40(ish) anniversary, Simantelites are sharing stories about the work they're most proud of that made a difference for Simantel, the client and perhaps most importantly, themselves. I'm excited to share this fun story with you from Sara Ingles, our Director of Experience Strategy.

[00:00:53] It's a good example of the ish, that's such a big part of what makes Simantel, Simantel. Give it a listen and you'll see what I mean.

[00:01:10] **Sara:** I've been involved in a lot of interesting projects here at Simantel. Once upon a time I helped make a rap video for a Fortune 50 heavy equipment manufacturer. It was truly a day I never expected to have—co-directing a rap shoot. That hands down is my moment of pride. Hi, I'm Sara Ingles, Director of Experience Strategy, and I've been at Simantel for 12 years.

[00:01:30] The dozer rap came to life after one of our Caterpillar clients came to us with a challenge to introduce a new product in a meaningful way while struggling with market erosion. Their competitors had beat them to the market, releasing a comparable piece of machinery, and they needed to stand out while delivering the unique features and benefits that made their product the better fit for most customers: built with features they requested and functionality to add on technology if desired.

[00:01:53] The Simantel team got straight to work to understand the market and identify the emotional arc of what people do following that moment in which they feel like they got a really great deal. Turning a decision into a celebration. Through all of our brainstorming, the idea that stuck was breaking out into song. That might feel a bit over the top, but we pulled together several examples for the internal team to react to that rallied them around the cause and started to build buzz within the agency.

[00:02:17] But how do you pack a crazy volume of detail into a song? Simple. You make a rap. To be clear, you can't just ask the client to follow your lead on an out of the box idea. You have to show them in detail how this could play out in the market and tie to their goals. The team pulled together internal creative and external partners to create a demo, backed that up with the user journey that allowed the client to generate leads, supported our approach through case studies of prior campaigns run by the brand that included humor and the sales it generated and packed that all into our pitch.

[00:02:47] I walked into the presentation prepared but nervous. I knew we had a compelling story to back up why this approach made sense, but a rap was a risk. They really had us sweating it, too. Our pitch stunned them to silence. There was an extremely long pause between when we finished presenting the idea and when they were finally ready to share their thoughts.

[00:03:06] It felt like hours, but only seconds until our direct client, Clare spoke up and said, "Before I share my thoughts, I would like to hear from the rest of the team, our global product communicators." We were all holding our breath waiting to hear the reactions when one of the GPCs said, "I think I like it," and commented on how great it was that we were able to connect the features of the machine to a lyrical cadence.

[00:03:27] The best thing I remember someone saying was, "I can't say that I love the idea of a rap, but I'm not our target audience, and I think they'll love it." And so it began. It was so much fun bringing the rap to life. We did a night shoot starting at 7:00 PM with a crew of 30-plus people at the Caterpillar local proving grounds.

[00:03:45] We even had a water rig to get shots that looked like it was raining. Our songwriter Josh, pulled double duty as the main talent portraying a young operator. He was juxtaposed with the more tenured operator acting as our hype man. The guy was actually played by the father-in-law of my creative director. After the shoot, I found out from his daughter that he was practicing in the car the whole week leading up to the shoot to make sure he'd hit his callouts during the production.

[00:04:07] The video was a part of a campaign revolving around the idea of dozer pride. Owners and operators take immense pride in their ownership of their machines, the work they do, and the people they do it with. As soon as it launched, we immediately began to see a strong engagement across Caterpillar owned channels.

[00:04:21] Then an automotive parts store happened to share a video on Facebook. It really took off like wildfire. And it wasn't just people were watching it, which was great, but they were sharing with their friends, coworkers, family, laughing about how they finally felt seen in an honest interpretation of what life on the job site was really like.

[00:04:38] Six and a half years later, I still have the post bookmarked on my browser and check every few months to see if anyone's still engaging. They are. It recently had another round of sharing and it's up to nearly 14 million views, 59,000 reactions, and 49,000 comments. Open your favorite internet browser and search for "Caterpillar dozer pride" and check it out for yourself.

[00:04:59] I selected this as my moment of pride because the part of the story that to this day, I look back on and fills my heart isn't the fact that I co-directed an outlandish rap video, but that what we did connected with our audience.

[00:05:16] **Misty:** Thank you, Sara for sharing your point of pride. You just never know what we're gonna come up with next. I loved that she said that the most fulfilling part of the whole project was that the video connected with the audience and made them feel seen. After all, that connection is what marketing's all about.

[00:05:30] We have so many good stories like this to share with you as part of our 40(ish) anniversary celebration. If you haven't already, head over to [marketingsweats.com](https://www.marketingsweats.com) and check out our very special season six where you can hear my interview with Sara and other Simantelites sharing a behind the scenes look at the work they're most proud of.