

ESTAR PRODUCT LAUNCH

What if we used the typical customer reaction to an all-electric vehicle (“Wow!”) as the basis for its marketing campaign?

The eStar is the first 100% electric truck and the latest trucking innovation from Navistar.

Fathom’s first assignment for the eStar was to create a strong brand proposition to help launch it publicly. Our positioning platform – that the eStar is a vehicle that is both good for the earth and good for business – works on multiple levels and appeals to a variety of prospective audiences looking to purchase alternative energy vehicles.

The campaign has anchored three launch events so far and will continue to promote the eStar’s incredible story through a new brand video and print, online and TV advertising.

Response to the truck has been phenomenal, and eStar has already nearly reached its annual sales goals in the four months since the product launch, with the first vehicles off the production line and heading directly into fleets for FedEx and other leading transport companies.



