

STEYR Quest wins Bronze at webAD.

To commemorate its 70th anniversary, STEYR came up something very special indeed - the STEYR Quest Instagram campaign. Devised jointly with the advertising agency of SMUCK, ROYER & DIE EINS, it was awarded some highly respected advertising prizes such as CCA and CREOS, and has now gone on to win Bronze in the webAD online competition.

St. Valentin, 13. 10. 2017

Winner of multiple awards.

Annually since 2003 iab austria, the Austrian Internet Advertising Bureau, has awarded prizes for the most outstanding online promotional campaigns in Austria. At yesterday's webAD gala in the Bank Austria Gasometer Hall, STEYR and its chosen advertising agency, SMUCK, ROYER & DIE EINS, went home with one of the most coveted trophies: the STEYR Quest won Bronze in the Contests & Games category. However, this is not the first competition won by this online campaign - which took Gold in the CREOS (Carinthian Regional Advertising Prize) event. It has also won two awards from Creative Club Austria.

Trend meets tradition.

The aim of this campaign, launched in the summer of 2016, and based on a game-playing format, was to give STEYR enthusiasts a sense of being more closely associated with this traditional Austrian brand. Mimicking the hype surrounding 'Pokémon Go', STEYR called upon people to find and photograph every STEYR model ever built, and to collect them in the company's 'STEYRDEX' index. Karl Royer, Managing Director and Creative Director of SMUCK, ROYER & DIE EINS had this to add: "The opportunity to leverage a global trend and to derive a genuine benefit for a company and its customers from that action, is something that happens very rarely indeed. Together with STEYR, we seized that opportunity. It was a great success too. Within a very short space of time, hundreds of pictures were sent to us. From the total of 140 different STEYR models that left the assembly line over the last 70 years, 105 have already been found."

Successful collaboration.

Matteo Paraluppi, Brand Communication Manager EMEA Case IH & STEYR, also views creative prizes like the webAD as a form of quality validation: "Our work centres very much around our customers. I view the fact that our campaigns are convincing not only to people in the farming business but also resonate to this extent in the communications sector, as proof positive of the great work we have done over the last few years with our agency SMUCK, ROYER & DIE EINS".



Karl Royer is also very enthusiastic about these shared successes: “We have now been working closely with STEYR for more than four years. During this time, we have succeeded in moving this traditional brand forwards in a clearly perceptible way, and we are very proud about that”.

To find further information about STEYR tractors on the Internet, please visit www.steyr-traktoren.com

For more than 70 years, STEYR has stood for top-notch quality from Austria and has specialised in the manufacture of tractors to the highest standards of quality, superlative comfort and great retained values.. The STEYR model range never fails to impress with its technical innovations and its customer-oriented solutions. This guarantees optimum levels of productivity and economy in the farming, the forestry and the municipal sectors. The STEYR dealership network offers optimum local support to its customers.

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