

MARKETING MAGAZINE

REGULAR UPDATES AND COMMENTARY ON CANADA'S MARKETING AND ADVERTISING WORLD,
FROM THE EDITORIAL TEAM AT MARKETING, CANADA'S LEADING MARKETING AND ADVERTISING
MAGAZINE

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Chocclair is straight Pimpin (my forklift)

If there is one thing we've learned from movies like *Boyz n the Hood* and the music videos of Snoop and Diddy, it's that nothing gives you more hip hop cred than cool industrial moving machinery.



MasterLift first caught our attention last year when it introduced PimpMyLift.ca to give Canadians a chance to customize (ie. "pimp") their forklifts with lots of bling. Options for a standard model, which starts at \$25,000, include exhaust trumpets, flame decals, stitched seating and custom rims.

An amusing little stunt, we thought—dripping with irony but nothing to take serious. But now MasterLift is back with another unique brand-building effort and we can't decide whether to smile again or scratch our heads.

PimpMyLift is the presenting sponsor of "The Chocclair Experience"—a 28-city tour by Canadian hip hop artist Chocclair. Concerts will see forklifts on stage with DJ and turntables in tow.

"Having grown up around blue-collar workers and forklifts, there's this 'cool' factor surrounding the brand and it speaks to the audience I'm reaching out to," Chocclair said. "Music is about individuality and self-expression, just like PimpMyLift. I'm thrilled to be involved in something that captures the spirit of individual character, creativity and freedom."

But that's not all. MasterLift president Gary Wilson sees other ways to extend the Chocclair/forklift brand symbiosis. "One branding opportunity we are looking forward to is the combined Pimp My Lift.ca and Chocclair Experience clothing line."

—David Brown

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