

MARKETING [PLUS]

MARKETING TO MEN

Finally, a chance to pimp your forklift

By Kristin Laird

For forklift drivers who not only want to lift things but make a statement while doing it, Oakville Ont.-based MasterLift is offering drivers the chance to "pimp" their forklift ride. The company has released a new forklift complete with exhaust trumpets, flame decals, stitched seating and custom rims. MasterLift's president, Gary Wilson, says they had forklift operators in mind when designing the new line. "Operators make or break a deal. They care about the experience they have on that forklift for eight hours a day," says Wilson.

To promote the line of fancy forklifts the company has launched a marketing campaign including print ads, billboards and the website pimpmylift.ca.

The website boasts a virtual pimping station where visitors can create a customized forklift with lots of bling. A different ad appeared every Wednesday in the *Toronto Sun* for five weeks, billboard ads are being placed in industrial areas for up to two months, and paper coffee cups are being distributed among catering trucks across the Greater Toronto Area. All creative features a picture of a pimped-out lift and has a call to the website.

Wilson, along with his sales manager and marketing manager, came up with the creative. The website was constructed by Noel Tibbles and Harj Sandhu, and media was handled by Effective Media Solutions Inc.

Options for the standard model, which starts at \$25,000, include customized lever handles (including skulls, dice and eight balls), pedals, flame decals and chroming.

