



BEST USE OF EVENTS AND LIVE MARKETING

Big Red is Back!

Big Red is about partnership. Milwaukee provides the iconic truck, turning heads wherever it goes. Authorised Milwaukee dealers are invited to participate in the 6-week Big Red road trip based on some detailed criteria.

The immediate return is measured in sales volume. The longer-term PR value in terms of increased brand profile and ever-deeper partnerships with approved distributors are arguably even more significant.

Attention-grabbing, sales generating, partnership building, Big Red works on all levels.



25

Tonne artic

25

venues

6

weeks

£5.1 million

in attributable sales

