

## CASE HISTORY – JCB

JCB is one of the world's largest manufacturers of construction and agricultural machinery, and one of Britain's great success stories.



*“Cheltenham has proved a powerful sponsorship vehicle for JCB, reinforcing our world class brand at this prestigious event. The appeal of jump racing has a strong cross-over with our customer base. Not only are we able to entertain our existing customers in an exclusive hospitality environment, but our strong brand presence at the event also broadens the appeal of JCB to potential customers everywhere”*

Chris Wright  
Worldwide Marketing Director





**RACE:**

The JCB Triumph Hurdle Race

**OVERVIEW:**

Joseph Cyril Bamford launched the company that bears his initials in 1945, in a garage that measured 12 feet by 15 feet. Today the company is still privately owned, but what started as a 'one man band' is now a truly global operation: employing over 6000 people, selling machines in over 150 countries and manufacturing on four continents – with bases in the UK, USA, Brazil and India. JCB's sponsorship at The Cheltenham Festival, now in its fifth year, provides a distinctive promotional platform from which to project the company's position as a world-class British success story. Being part of The Festival's Gold Cup Day, combined with sponsorship of the event's most competitive Hurdle race, enables JCB to reach a diverse target audience ranging from decision-makers to those who operate their equipment.

**OBJECTIVES:**

- Achieve brand saliency with the JCB customer base within the construction and agriculture industry
- Appeal to the strong Irish bias of The Festival
- Raise overall brand awareness of JCB with both the industry and the consumer
- Provide a prestigious opportunity for corporate hospitality

**STRATEGY/IMPLEMENTATION:**

JCB introduces new components to their sponsorship activity each year. The distinctive yellow livery has become synonymous with the overall Festival, with on-course banners and the JCB logo carved out on the grass above the famous long hill climb to the finish. On Cheltenham Gold Cup Day, JCB machines are strategically placed around the racecourse to reinforce brand awareness.

The company views the entire Festival as a unique opportunity to entertain both their existing and potential customers, ensuring that it is a memorable and stylish day for all attending. In addition, the company sponsors top jockey Ruby Walsh, who runs in the JCB colours throughout the season. Ruby Walsh is a prominent personality at The Festival, not only on the course but through his racing column in The Sun newspaper during the event, and the company actively involves him in the corporate hospitality programme. Other activity includes a shop in the Cheltenham Village selling JCB merchandise, online website banners at [www.jcb.com](http://www.jcb.com) and an active public relations campaign.

**RESULTS:**

JCB evaluates the sponsorship against the exposure generated within the broadcast and print media for the Triumph Hurdle itself and The Festival as a whole. The company also views the corporate hospitality element as one of the most effective ways of building and deepening customer relationships. Proof of the partnership's success is the company's decision to renew sponsorship for a further three years.

