

REQUIREMENTS

How do we strengthen Manitou's brand appeal to adapt to tomorrow's customers?

First you should choose a specific type of end customer (a user from the construction, agriculture or industry market, in a mature or emerging market).

The solution(s) should help to increase Manitou's brand appeal to this type of customer in the coming years (in the next 5 to 10 years).

Entries must include a KPI and actions to be carried out in the short and medium term.

Content: a detailed outline of the proposed action plan (schedule, actions, ideas, deployment, timing, etc.), how it works, and how it benefits the Manitou brand.

The selection criteria

Relevance of the action plan,

Innovative, distinctive, or even groundbreaking ideas,

Consideration of the behavior of future customers,

Skill in using the various communication channels and their tools,

Consistency with Manitou's DNA (innovation, family enterprise, international, leading premium brand, etc.),

Consistency with Manitou group's CSR strategy.

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The final entry

The entry should consist of: a single pdf with a maximum of 20 illustrated pages, excluding appendices (videos, bibliographies, article extracts, etc.).

The final

Five projects will be selected to participate in the grand final, which will take place in May 2019.

Each finalist team will then have 10 minutes to present their idea orally before a jury composed mainly of Manitou group managers.

The winner of the third edition of Handling the Future will be announced immediately after the final.



HANDLING THE FUTURE 2018/2019

The challenge:

How do we increase the Manitou brand's appeal to the customers of tomorrow?

As it is related to strategic positioning and deployment marketing, the challenge might address topics such as:

- Digital,
- User experience
- Personas
- Phygital
- Market segmentation
- Relationship marketing
- Sales methods
- Buying habits
- ...

