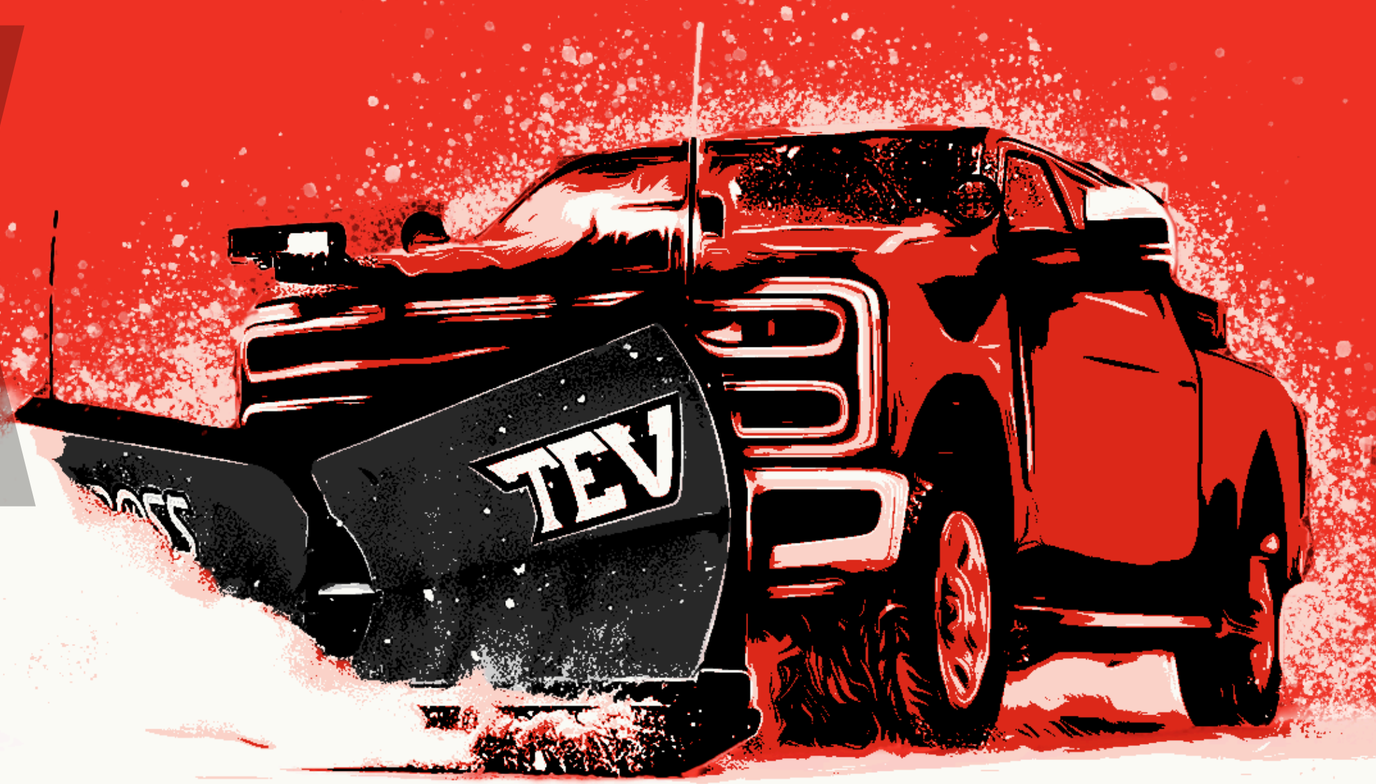
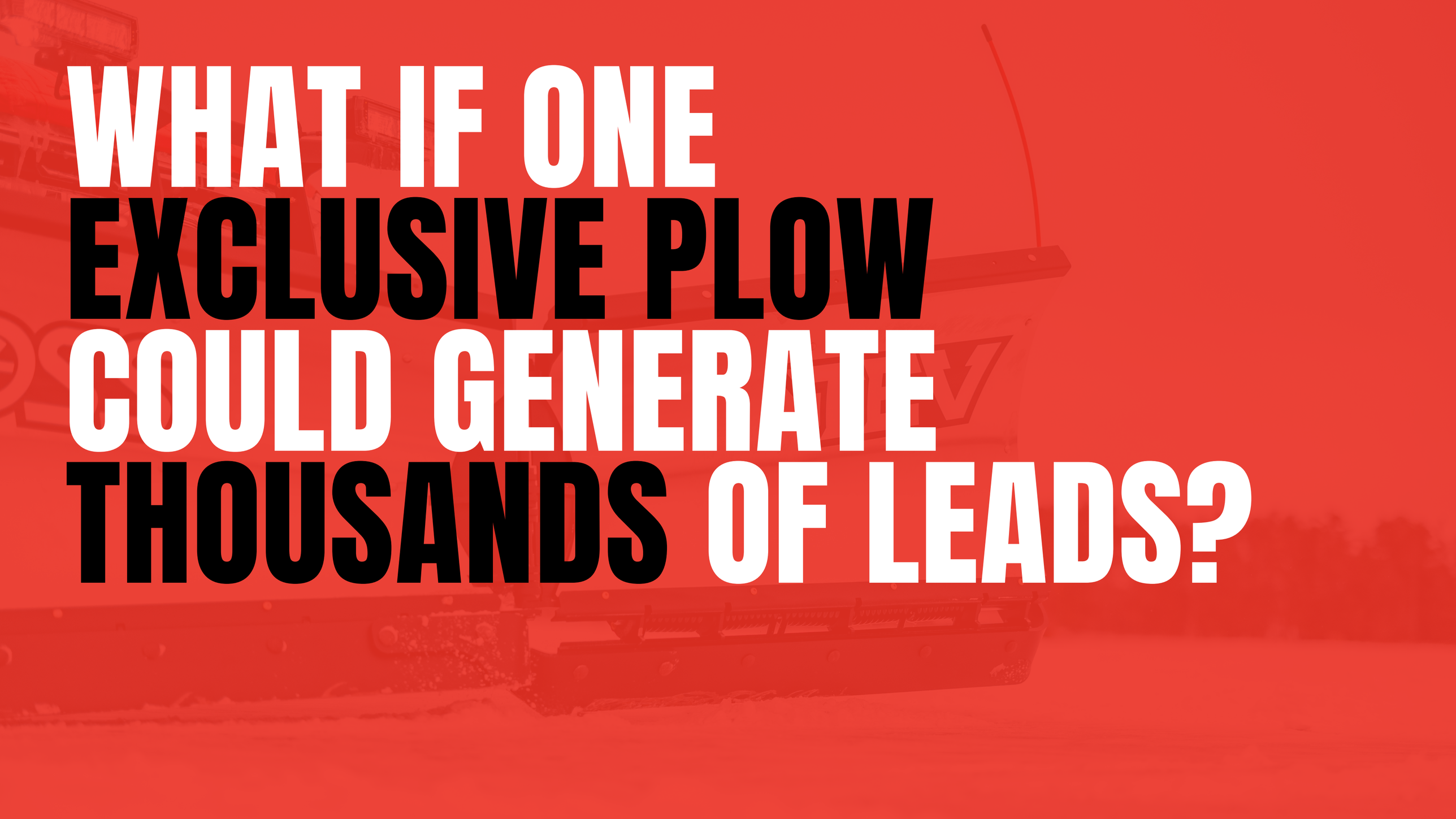
UPGRADE YOUR LEGACY

BLACK




WHAT IF ONE
EXCLUSIVE PLOW
COULD GENERATE
THOUSANDS OF LEADS?

WE'RE FIGHTING FOR ATTENTION

1. PRE-SEASON ATTENTION IS **HARD TO WIN**
2. TRADESHOWS & SOCIAL MEDIA ARE **SATURATED**
3. **COMPETITOR BUZZ** IS PULLING FOCUS AWAY FROM BOSS

SNOWEX: NEW SIDEWALK MACHINE | STORM EQUIPMENT: LIVE EDGE PLOW
ARCTIC: RAZORBACK BUZZ | STORM CHASIN' SEASON 2 | SNOWJOBS PODCAST

BUT WE KNOW WHAT GRABS CONTRACTORS

Contractors engage most when real value is on the line.
They don’t ignore value—they amplify it

- **Giveaways drive *high* engagement**
  - Summer Kickoff Giveaway 2025:
    - **1,200 Entries**
  - Christmas Giveaways 2025:
    - **4,000 Entries**
  - Stormy Kromer (2018):
    - **8,300 Entries**

- **Social sharing & word of mouth multiplies reach**
  - Total Social Media Metrics from 2025 Christmas Giveaways: (Dec 2 - Jan 4)
    - **287,922 Views**
    - **11,650 Engagements**
    - **4% Engagement Rate**
    - **3,100 Link Clicks**
    - **2,000 Follower Growth (est)**

- **Multi-channel lead capture:**
  - Social Media
  - Tradeshows
  - Email

UPGRADE YOUR LEGACY

BOSS BLACK OUT



EXCLUSIVE BLACK TEV GIVEAWAY BUILT TO DOMINATE ATTENTION

AN INDUSTRY-FIRST PRIZE

We're not just giving away a plow.
WE'RE UPGRADING SOMEONE'S LEGACY

1. **ONE-OF-A-KIND** BLACK TEV PLOW + LATEST FEATURES
2. INCLUDES FULL INSTALL
3. BUILT AROUND **BOSS' MOST POPULAR CAMPAIGN**



WHY THIS WORKS



- **Desirable**
  - **Contractors want it**
    - Exclusive Black plow
    - Feels like a career upgrade, not a giveaway
- **Shareable**
  - **Dominate conversation**
    - Different from anything else in the market
    - Sparks conversation: “Did you see that black BOSS plow?”
- **Effective**
  - **Capture real leads. Not just attention**
    - Every entry = qualified contractor
    - Timed during peak buying habits
    - Built-in dealer push & product follow-up (workflows)

SIMPLE ENTRY.
HIGH IMPACT.

1. ENTER:

1. Landing page form
2. Qualified leads only
   a. Truck compatibility required
   b. Contractor focused targeting

2. ENGAGE:

1. (Optional)
   a. Share
   b. Tag crew
   c. Like & comment

3. WIN:

1. Winner selected & announced publicly
2. Undercarriage Installed at dealer
3. post win content & testimonial

Winner must follow BOSS on social media, must match vehicle compatibility

HOW WE OWN EVERY CHANNEL

ONE CAMPAIGN, MULTIPLE OPPORTUNITIES

Upgrade Your Legacy: BOSS Blackout is a phased activation that launches at SIMA, builds sustained momentum through peak buying season, and culminates at Equip Expo with a final push moment.

PHASE 1: SIMA

TIMELINE: JUNE 8 – JUNE 26
PURPOSE: TEASE > LAUNCH > CAPTURE FIRST WAVE OF HIGH INTENT LEADS

ACTIVATION:

- **Pre-show hype & anticipation through teasers**
- **Strategic Placement**
  - Positioned hard to miss placement with “ENTER THE BLACKOUT” & “WIN ME” signs
  - Business Card Sized QR Codes handed out
- **WIFI Video / Digital Hook**
  - Update Revolution in Red Video
  - Use as SIMA wifi video
  - “ENTER THE BLACKOUT AT BOOTH #...”
- **Content Coverage**
  - First reaction videos
  - Interview & walkaround > campaign intro

STRATEGY:

- Introduces BOSS Blackout for the first time
- Creates “you had to be there” energy
- Captures early contractor show attention
- Starts the conversation on-site and online
- Keeps hype on BOSS and moves conversation away from competitors

RESULTS:

- First wave of leads captured
- Awareness established
- Industry starts talking

PHASE 2: SOCIAL

TIMELINE: JUNE 27 – OCTOBER 19
PURPOSE: TURN EARLY ATTENTION INTO SUSTAINED MOMENTUM

ACTIVATION:

- **Social Media Engine**
  - Weekly updates & entry reminders
  - Contractor engagement posts
    - "Tag the guy who needs this upgrade"
- **Regional Paid Media Scale**
  - Built into already budgeted 'Upgrade Your Legacy" spend with Morning Walk
  - Pushed in "Fisher Trip-Edge" Nation
- **Email Workflows**
  - Entry confirmations
  - Email followups with dealer & product info
- **Landing Page Incorporation**
  - Countdown & form entry on already popular Upgrade Your Legacy page.

STRATEGY:

- Keeps BOSS Blackout alive after SIMA noise fades
- Builds social proof ("everyone is entering")
- Keeps engagement growing without physical event support
- Nurtures leads into dealer pipeline during buying season

RESULTS:

- Lead database grows significantly
- Engagement stays alive post-SIMA
- Campaign doesn't fade after launch

PHASE 3: EQUIP

TIMELINE: OCTOBER 20 – 23
PURPOSE: MAXIMIZE URGENCY & DRIVE FINAL WAVE OF ENTRIES

ACTIVATION:

- **BOOTH Focal Point**
  - Black TEV fully featured again
  - Reinforces recognition from SIMA & socials
- **Final Call Messaging**
  - “Last Chance to Enter the Blackout”
  - QR Codes & Booth signage
- **Countdown Content**
  - “Winner selected in x days”
- **In-booth Engagement & Social Opportunties**
  - Contractor reactions
  - “Would you take this home?” interviews
  - One last push walkaround video

STRATEGY:

- Re-ignites attention at biggest contractor show of the year
- Creates urgency (“last chance” energy)
- Converts interest into final entries
- Positions Blackout as THE industry moment of the year

RESULTS:

- Final surge of high-quality leads
- Maximum visibility across biggest end user tradeshow audience
- Clean campaign ending point

PHASE 4: WINNER

TIMELINE: LATE OCT
PURPOSE: TURNING HYPE INTO PROOF

ACTIVATION:

- **Winner Announcement Video**
  - Contacting contacting winner
- **Dealer install & Plow delivery**
  - Personally delivering plow to customer at dealership
- **Reaction Content**
  - Interview of winner & their story
- **Social Coverage**
  - Sharing the winner
  - Delivery
  - Winner story testimonial piece

WHY THIS PHASE IS IMPORTANT

- **Proves it was real**
  - Up until this point is was hype.
- **Converts hype into credibility**
  - Further showing that BOSS Backs contractors
- **Creates high value post-giveaway content**
  - Winner reaction video & testimonial content
- **Turns campaign into long-term brand asset**
- **Feeds future campaigns and testimonials**

REAL, MEASURABLE RETURN

- **Thousands** of qualified leads
  - Entries include vehicle specifications
- Builds **long-term CRM** opportunities
- **High-value** email database growth
- **Increased** followers
- **High engagement** across platforms
- Dealer-driven **opportunities**

UNLIKE COMPETITOR'S ANNUAL PLOW GIVEAWAY—
THIS IS EXCLUSIVE, UNEXPECTED, AND TIED TO OUR NEWEST PLOW & SUCCESSFUL CAMPAIGN.

A WIN FOR THE DEALER NETWORK

DESIGNED TO SUPPORT THE DEALER NETWORK

- **Leads pushed to dealers**
  - Workflow follow-up includes:
    - Dealer locator
    - Product selector
    - RAQ
- **Collaboration Opportunities**
  - Winner fulfilled through dealer install
  - Credit for the “winning” dealer
  - Point of purchase material
- **Dealer Support**
  - Geo-based leads can be provided to dealers or sales teams
    - Pre-qualified (vehicle data)

CLEAR, MANAGEABLE TIMELINE

NOW – JUNE:
BUILD BLACK TEV

JUNE 8 – 22:
TEASERS

JUNE 23 – 26:
SIMA LAUNCH

JUNE – OCT:
SUSTAIN

OCT 20–23:
EQUIP EXPO PUSH

LATE OCT:
WINNER REVEAL

ONE PLOW.
THOUSANDS OF CONTRACTORS REACHED.

BOSS OWNS ATTENTION.