



CLIENT: PARKER HANNIFIN / PROJECT: PARKERSTORE™ PROMOTIONAL CAMPAIGN

CELEBRATING A GLOBAL ACHIEVEMENT WITH A LOCAL FLAIR.

MARKETING COMMUNICATIONS

BRAND PROMOTION

PRINT EXECUTION

Our Challenge

As Parker Hannifin prepared to open their 1,000th ParkerStore location in the Asia Pacific region, the company tasked GO2 with developing and executing a full promotional campaign designed to generate excitement among an international audience.

Parker Hannifin’s regional representatives needed to drive awareness and excitement surrounding in-store events that would mark this important milestone.

Our Solution

In order to communicate the core message that ParkerStores offer local service with a global reach, the GO2 team designed and executed a number of creative internal and external tactics.

As part of the company’s internal strategy, Parker Hannifin needed materials that would speak to owners, operators and senior management. To reach this audience, GO2 designed and distributed VIP kits with a variety of branded items including an introductory letter, brochure, paperweight, pen and USB flash drive with a GO2-produced video, all housed within custom packaging.

In addition, Parker Hannifin wanted to share the excitement of the 1,000th store opening with customers at each ParkerStore location across the world. So, GO2 developed in-store display items including posters and window clings promoting the brand’s growing international presence.

Our Results

GO2 handled everything from design to distribution, resulting in a connected experience for Parker Hannifin’s diverse international audiences.

Our work leveraged a major milestone to strengthen Parker Hannifin’s brand across the globe.