

Company: Gates Corporation
Nomination Submitted by: LAW Creative
Company Description: Gates Corporation is a global leader in power transmission and fluid power products, services and solutions, with more than 15,000 employees and over 100 locations in 30 countries. Since 1911 Gates has invented countless innovations in power transmission and fluid power that have affected virtually every industry.
Nomination Category: Marketing Campaign Categories - Industry
Nomination Sub Category: Marketing Campaign of the Year - Agricultural / Industrial / Building
Nomination Title: Gates Construction Campaign



1. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:
- Written answers to the questions
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

Launched October 2022 (entry tailored for 2023 onwards)

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 225 words used.

The EU construction market is estimated to be worth between €2.11 trillion to €2.78 trillion – creating a huge opportunity for OEM (Original Equipment Manufacturers) as well as their suppliers that help them innovate. Amid rising demand for cost-efficient, durable, and sustainable machines, Gates, a global leader in fluid power and power transmission solutions, identified a need to elevate its brand position.

Although Gates is well-regarded for engineering excellence, awareness among construction OEMs (Original Equipment Manufacturers) remained low. The competitive landscape demanded differentiation: Gates needed to move from being perceived as a component supplier to a **strategic Original Equipment partner**.

The campaign’s goal was to reposition Gates by highlighting its system expertise, premium quality, and readiness for the evolving electric and hybrid construction sector. Gates’ legacy of innovation – spanning over 100 years – uniquely positioned it to meet new customer demands.

Grounded in deep customer insights and market research, the campaign was built around a strong, simple proposition:

“**Success Starts with the Right Partner.**”

Core messaging pillars included:

1. Gates enables OEMs to become more **innovative, sustainable, agile, and green**
2. Global reach with **in-region testing and manufacturing**
3. **Premium quality parts = lower total cost of ownership**

Ultimately, the campaign was designed to give construction OEMs (Original Equipment Manufacturers) operational peace of mind, building success on strong foundations of quality, trust, and partnership.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 246 words used.

Development began with a strategic discovery phase combining market research, stakeholder interviews, and competitor analysis. Gates is widely respected as an engineer’s brand with premium credentials. However, OEMs (Original Equipment Manufacturers) were seeking more than high-quality components — they needed a reliable partner to help navigate growing demands around electrification, cost-efficiency, and sustainability.

Although Gates was well-positioned, brand perception had not caught up. With this insight, the team established three key goals:

- Build awareness and elevate Gates’ status as a premium Original Equipment supplier and strategic partner
- Engage both engineers and purchasing managers
- Generate high-quality leads to support long-term pipeline growth

KPI targets included:

8 million media impressions, 80K social interactions, 10K engaged email and landing page actions, 40K landing page visitors, 120 MQLs, 60 SQLs, 30 influenced opportunities, 7 million euros pipeline creation, and 1.2 million euros in won revenue.

The creative platform, “**The Right Foundations,**” was selected for its clear alignment with OEM (Original Equipment Manufacturers) needs — reliability, durability, and expert support — and its direct relevance to the construction sector. It repositioned Gates as an essential foundation for building smarter, more sustainable machines.

Execution included:

- Google Display and paid social for top-of-funnel reach
- Search advertising for high-intent capture
- Landing pages and gated content for lead generation
- A Construction eBook offering lasting value through thought leadership
- Email nurture journeys targeting Gates’ warm database

The campaign launched across France, DACH, and Benelux using a Hero-Hub-Help strategy to maximise engagement across the funnel.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 234 words used.

Launched at the end of 2022 (results focus on 2023 onward) across key European markets, the campaign delivered outstanding performance across brand and commercial KPIs – fully aligning with strategic goals.

Key activities:

- Paid media across Search, Display, LinkedIn and YouTube
- Campaign-specific landing pages and gated content (ebook)
- Webinars and downloadable assets
- A segmented, multi-language email automation journey
- All assets were localised to remain highly relevant per market

Results:

- **71,260 unique landing page visitors** (vs. 40,000 target) – 31,260 over target
- **174 Marketing Qualified Leads (MQLs)** (vs. 120 target) – 54 over target
- **26 Sales Qualified Leads (SQLs), 13 converted** into concrete opportunities
- **€7.4M pipeline influenced** to date (vs. €8M target)
- **€2M confirmed revenue** (vs. €1.2M target)

Although the campaign launched at the end of 2022, the results focus from 2023 onwards. (NB. OEM opportunity lifecycle typically spans 18–24 months, so pipeline value will continue to grow.)

Media and engagement highlights:

- **9.4 million total impressions, with strong CTRs** (Search 6.33%, Discovery 1.42%)
- **49,696 YouTube views at €0.03 CPV**, boosting brand visibility
- **LinkedIn Lead Gen Ads** engaged key players like Caterpillar, Volvo and Atlas Copco
- **102 ebook downloads and 46 webinar registrations** – supporting deeper engagement

Further engagement:

- **46 webinar registrations and on-demand views** – driving conversion activity
- **13.2% open rate on email automation** in six languages – supported lead nurturing across verticals

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 64 words used.

Client testimonial:

"We’ve had tremendous feedback for our ebook content. We also had a great reception for our webinar, which generated a lot of leads and discussions that carried on from that."

Beyond direct results, the campaign successfully repositioned Gates as a trusted Original Equipment partner – generating long-term value through new audience insights, retargeting pools (28,000+ contacts) and future-ready remarketing infrastructure.

Attachments/Videos/Links:

Gates Construction Campaign

[REDACTED FOR PUBLICATION]