



# GO RHINO CHARGES THROUGH COMMUNICATION CLUTTER WITH BRANDLIVE



## HARNESSING THE POWER OF LIVE VIDEO

For Go Rhino, a leading manufacturer of aftermarket auto accessories, a big communications challenge has always been getting new product details out to the “jobbers.” These are the people who advise potential customers, sell the product and do the installations. They are the vital link in the company’s sales and marketing strategy and Brandlive offers an engaging, efficient, interactive way to connect with them and give them the product stories and information they need to effectively sell Go Rhino! products.

“You try email, you try phone calls, it just doesn’t work, it doesn’t have the same power that a live presentation does,” says Evan Medley, Marketing Project Manager at Go Rhino.

## CONNECTION MADE, QUESTIONS ANSWERED

For years this family-owned company depended on sales calls to connect their installers with the factory. But in 2015, with the help of Brandlive, they introduced their new lineup of bumpers, hitches, lights and roll bars in a live streaming video presentation from the Go Rhino Garage. The result: instant feedback from this most important audience. Questions about availability, functionality and future product plans flowed in from the audience.

“It proved very effective. The whole power of the [Brandlive] platform is for people to ask questions and answer in real time and do it in a personalized way. It’s a tremendous time saver, and really made us think through our content stories and what we wanted to focus on. I think it’s by far and away the most feature rich solution for communicating complicated information to large groups of people.”

– Peter Taylor, General Manager, Go Rhino

“People loved being able to interact with the factory in real-time. With this you’re actually talking with someone at the factory. You’re asking the factory questions. You’re getting the factory response instead of your question going down the telephone line,” says Medley.

Go Rhino followed that show with a series of installation videos that demonstrated the excellent design of their products and the quality of their craftsmanship. And in a way that only video can do, they showed the beauty of Go Rhino’s products installed on vehicles.

## LIVE FROM BOOTH #34017

Go Rhino capped off a great first year with Brandlive by presenting a unique behind-

the-scenes tour of their booth at SEMA, the Specialty Equipment Manufacturers Association show in Las Vegas.

“That was probably one of the coolest things we did last year,” Medley says.

Brandlive support has been excellent throughout the process according to Medley.

“They were awesome! They sent out people for our first four or five shows. They walked us through everything about how the whole operation works.”

Go Rhino and its customers are excited about continuing to use Brandlive and have several projects in the works for 2016.

“Brandlive is the best way to get in front of your audience in a live video,” Medley says.

