



MASTERCRAFT CHARTS NEW TERRITORY



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Brandlive fits into our strategy so well because everything we do is visual. It's very difficult to present a product or a service bulletin with PowerPoint or screen share type technology. The visual 'this is what this boat looks like, this is how it functions' is crucial for our business because everything we do is about people being able to educate themselves and learn about the product.

Mastercraft, the leading manufacturer of performance boats, uses Brandlive in an all-encompassing manner for training, marketing, and commerce events targeting boat dealers across the country, as well as motivated buyers seeking more information on their product lines.

Using Brandlive, Mastercraft introduces new products to dealers and trains them on updated features. On the operations side of the business, Mastercraft trains their dealer mechanics on how to maintain and operate the boats, offering educational events about product specific upkeep.

Mastercraft also targets prospective customers, using Brandlive as an educational component in the purchase decision process. While viewing product information and visual walkthroughs during a Brandlive event, interested buyers are able to ask questions about the product in real time. The event destination microsite is customized with interactive features such as a dealer locator, pricing calculator, and a customized "build your own boat" module.

Product Launch: The Mastercraft NXT-20

Using Brandlive as a launch pad, Mastercraft introduced a new boat, the NXT 20 - their most price accessible boat ever. For consumers interested in boating but unable to afford those priced at a premium, Mastercraft lowered the barrier to entry while maintaining the same quality they are known for. In addition to engaging interested prospective customers, the event doubled as an introduction to dealers across the country on the specifics of the new model and who the target market is. As a one-to-many platform, all dealers across the country received the same messaging at the same time from a single product expert hosting the Brandlive event, so product information can be relayed from dealership to dealership with consistency.

