Whether warehouse workers are attempting to haul heavy objects, a bunch of small boxes, or stock multiple trailers around an assembly plant, The Amigo material handling line increases efficiency and is built specifically for warehouse and manufacturing environments.
While the plan was simple, execution is critically important. Leveraging the trust and authority of an engaged MLive.com audience to deliver a high-impact storytelling campaign that included the following solutions:

### TACTICS

- **Digital Display**
- **In-Story Video**
- **Billboards**
- **Sponsored Content**

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**How Sponsored Content Exists at the Center of a Branding Campaign**

For many organizations, content marketing remains an elusive concept that’s often ignored or misunderstood. Though there are a variety of textbook definitions of content marketing, at its core, content development serves to inform, educate or entertain a specific audience. Not intended to create the instant sale, content marketing instead generates a deeper understanding, and over time, possible product demand.

For Amigo Mobility, the stream of Sponsored Content was served among MLive.com articles. These materials, crafted by former Journalists and prepared to generate deeper understanding of the company and its products, benefited from the halo effect, establishing greater trust with the reader based on the location where the content was accessed. You can read more about the halo effect our advertisers experience here.
Content in Motion

Video was also a key factor in this campaign. Because 59% of senior executives prefer to watch video instead of reading text if both are available on the same page (Forbes Insight) and 70% of marketing professionals report that video converts better than any other medium (MarketingProfs), our strategists knew that the use of video to tell the story of Amigo would be effective. We also served that video in ad units within stories on MLive.com, doubling down on the halo effect previously mentioned.

In a few short months, Amigo Mobility International is already seeing an impact in website and brand engagement.

84% LIFT IN INDUSTRIAL PAGE TRAFFIC
37% INCREASE NEW SITE USERS
48% INCREASE IN DIRECT TRAFFIC