



Oshkosh Defense

Strategic Support | Event Promotion

Oshkosh Corporation is a leading manufacturer of access equipment, specialty vehicles, and truck bodies for industries such as concrete placement, refuse hauling, access equipment, defense, and fire & emergency response.

This year, they celebrated 100 years strong with a series of events including an employee concert, parade, and open house. Quill assisted their marketing team with the development of this campaign to include promotional materials such as collateral, as well as wayfinding and signage.

Community Awareness

A 100th anniversary is a time to celebrate and recognize the community that plays a large role in the successes of Oshkosh Corporation. The company has a people-first culture, and is proud to make a difference in the lives of those very hard-working people. The public was welcomed to share in the events and help Oshkosh Corporation celebrate 100 years strong.



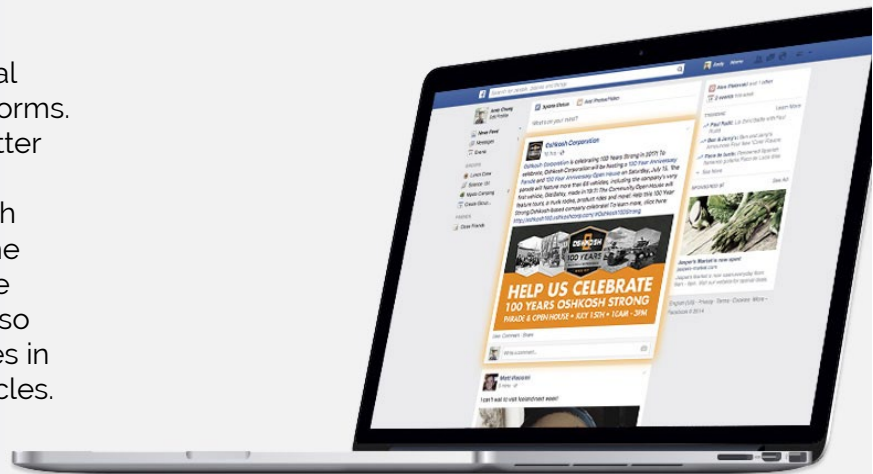
You're Invited

Personalized invitations for the anniversary celebrations were sent to select Oshkosh team members and their families, including retirees. Sometimes, nothing beats an old-fashioned invite in the mail.



Getting Social

Event promotion naturally extended onto social media, as each generation uses different platforms. A combination of Facebook, LinkedIn, and Twitter advertising helped spread the word to allow for those who were not directly connected with Oshkosh Corporation to also be informed of the festivities. Engaging Snapchat users during the event was accomplished by using a geo-filter so that anyone could have fun placing themselves in the driver's seat of one of their incredible vehicles.



Information for the Masses

Getting everyone on the same page and up to speed for a series of events spanning over the course of a weekend is no easy task. A one-page informational sheet was handed out to every team member, which included reference maps, their official invites, tickets, and parking passes.

Event Signage

During the open house, a slew of wayfinding, informational, and instructional signage was developed. Each vehicle produced under the Oshkosh Corporation name is full of features that make it stand apart from the field. Signs showcasing those features were created and displayed along with each vehicle after the parade.



(920) 385-9466
info@quillcm.com