

How **JAX Tyres & Auto** used a video contest to activate its 4x4 enthusiasts and create authentic video content for social media marketing



Australian chain incentivised 4WD superfans to upload videos of tyres in action

Summary

The JAX Tribe

Automotive maintenance and tyre fitting network developed the JAX Tribe to produce authentic video content by leveraging its loyal customers

JAX Tyres & Auto specialises in the sales and service of tyres, wheels, brakes and suspension. The company operates through more than 80 franchised stores in Eastern Australia.

The brand is building a community among its most passionate customers, such as 4x4 fans, performance car drivers and ute owners.



JAX uses Vloggi to crowdsource video clips from its community of tyre enthusiasts and then compile the best into weekly episodes for social media.

JAX recorded a 3% increase in its social media engagement during its first Vloggi campaign and gained core insight into a high value market segment.



JAX Tyre & Auto wanted to build relationships with the 4x4 community by co-creating video content with them

Superfans are highly valuable to any brand because they're loyal and enthusiastic. This is what **JAX Tyres & Auto** knows well. The automotive maintenance and tyre fitting network developed the JAX Tribe to produce authentic video content by leveraging its loyal customers.

Not all tyres are equal. If you go off-roading in a four-wheel drive truck, for example, each tyre's grip is crucial. If you own a performance car, then your choice of tyre adds to the overall handling of the vehicle. And if you drive a ute for work, you need tyres that work well with heavy loads over and over again. These are the three sectors JAX knows spend the most through its franchises and also come back.

These are the three highest value segments for JAX Tyre and Auto and the company had wanted to penetrate these segments further by creating rich content that resonated with the customers.

“These are the guys who love sharing accomplishments and details about their unique vehicle features. They follow our social pages and engage with us. They choose JAX over our competitors and share our updates and promotions with their friends,” says Thibault Roumagoux, Executive Manager – Marketing & eCommerce, JAX Tyres & Auto.

The challenge

For JAX Tyre & Auto the challenge was sourcing footage from our customers. JAX had always wanted to run a video campaign for its brand ambassadors, knowing that when you embrace your superfans effectively, they will reward you with their trust. But the company did not know how to crowdsource video.

“Video is crucial in today’s marketing space. We know our passionate customers have great video, so we had been looking for a way to get their clips for some time”

*Thibault Roumagoux
JAX Tyres & Auto*

“We knew we needed video to engage with 4x4 owners. We had debated in the team and started to look at professional video production companies, but found them very expensive, especially during COVID. Also pro video looks like pro video,

whereas we wanted more authenticity. Ideally we wanted user-generated video, but we really didn’t know how,” said Mr Roumagoux.

Mr Roumagoux explains: “User-generated video was the holy grail, but we’d always placed it in the ‘too hard’ basket’. We thought we’d have to set up a competition, and a DropBox then email the link, download all the entries and then edit the best together.

Why social proof is crucial for post-COVID social media

Consumer-created videos are 3x more likely to attract consumers than those from a celebrity or social influencer.

Post COVID, consumers are increasingly looking for social proof . Of the six types of social proof, referrals from existing customers of a product comes first, followed closely by the advice of experts and referrals from friends

6 Major Types of Social Proof



The solution

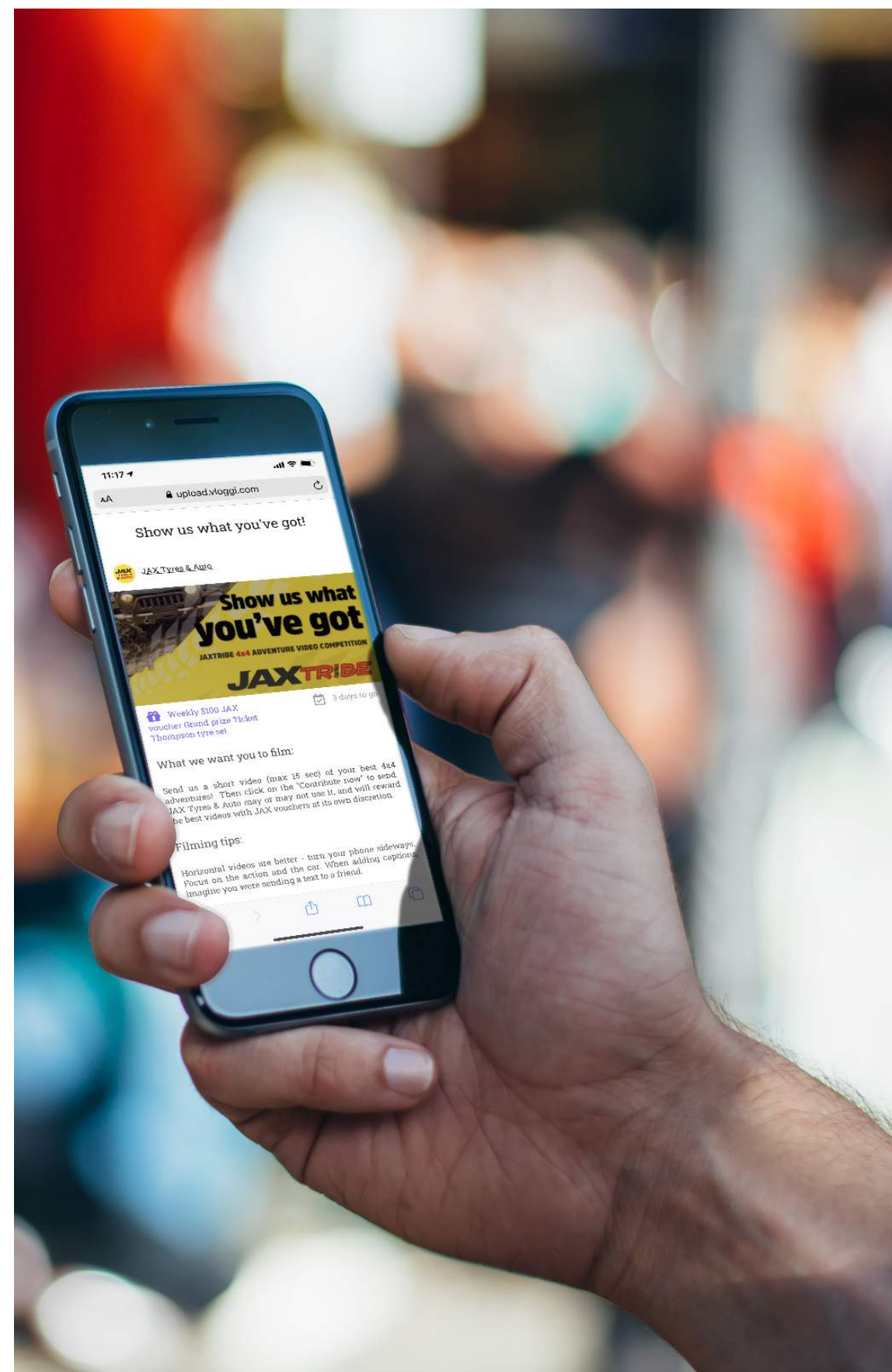
When JAX discovered Vloggi, they said it was the right tool they needed at the right time. “When we saw that Vloggi did all that, it was a no-brainer. We signed up instantly and got our campaign ready in days,” says Mr Roumagoux.

“JAX values our customer feedback very much and Vloggi has given the platform to collect feedback as video to further engage brand supporters,” he added.

One of JAX’s key marketing pillars is to become an authority on 4X4 cars. So this was the segment it chose to launch its first campaign on Vloggi. The company set up a contest microsite into which the Vloggi video uploader tool was embedded.

The company used its own website traffic and targeted Facebook adverts to direct 4x4 owners within Australia to this microsite. The company offered weekly prizes for the best video, but also the chance for the best overall video uploader to win a set of Mickey Thompson tyres – a draw card for the 4x4 community.

“These are guys who love sharing accomplishments and details about their unique vehicle features,” said Mr Roumagoux. JAX was able to use Vloggi’s custom video upload form to ask specific car and tyre details from each customer. This gave the company additional customer data.



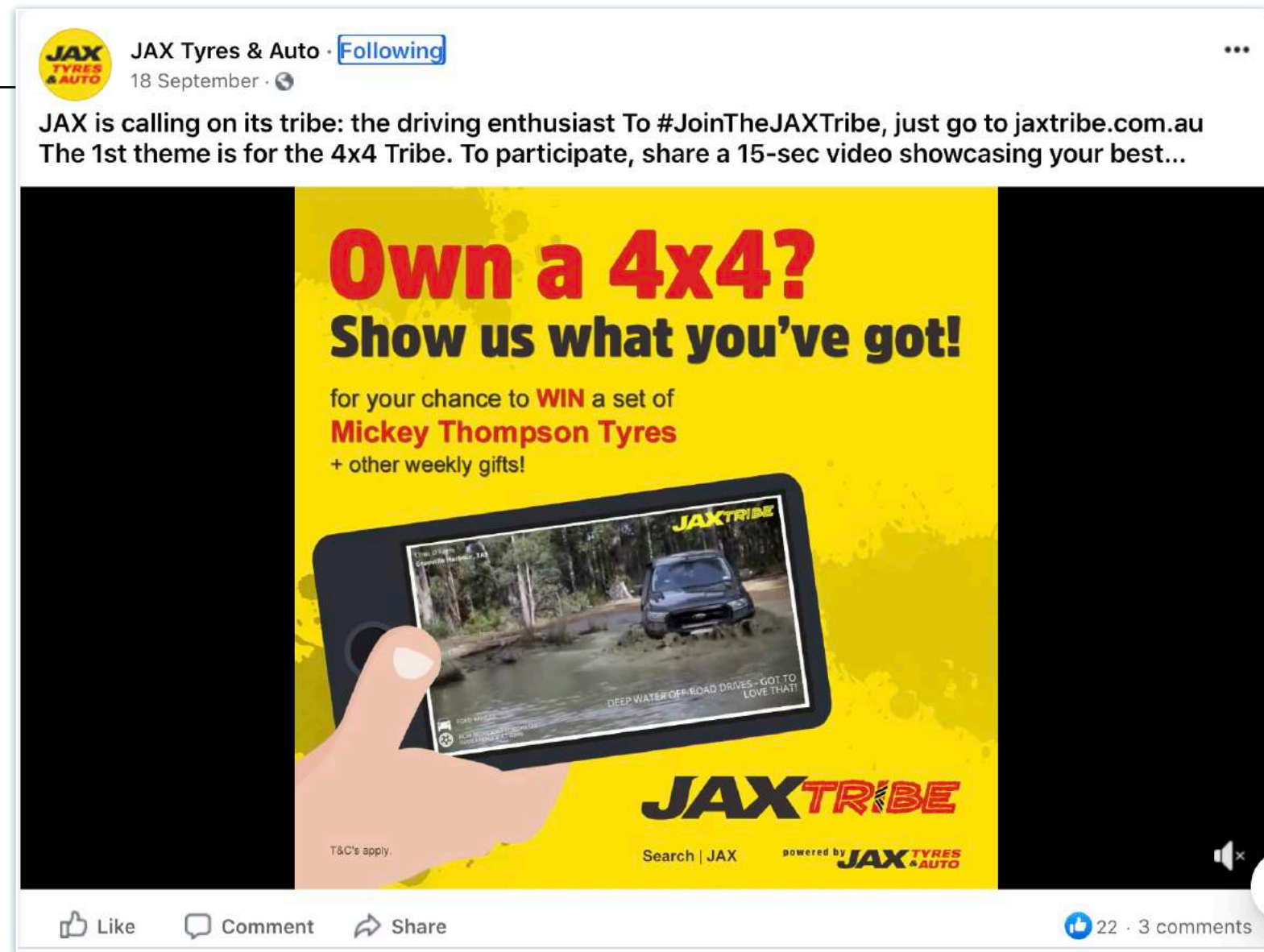
Show us what you've got!

The contest ran for three weeks, during which time JAX received over 100 entries from four wheel drive fanatics across Australia. Mr Roumagoux says the reaction to the campaign was staggering.

The jaxtribe.com.au competition microsite received over 6,000 page views. Over 100 visitors went on to upload videos. Mr Roumagoux says the campaign's success can be attributed to the fact that 4WD owners already have amazing video on their phones, so making it easy to upload those clips was the core part.

The custom Vloggi Uploader featured data fields unique to the JAX Tribe campaign including:

- Automatic location detection
- Contributor names
- Car make and model
- Tyre brand and pattern
- Open text entry for captions



JAX Tyres & Auto · Following
18 September · 🌐

JAX is calling on its tribe: the driving enthusiast To #JoinTheJAXTribe, just go to jaxtribe.com.au
The 1st theme is for the 4x4 Tribe. To participate, share a 15-sec video showcasing your best...

**Own a 4x4?
Show us what you've got!**

for your chance to **WIN** a set of
Mickey Thompson Tyres
+ other weekly gifts!

JAXTRIBE

Search | JAX powered by **JAX TYRES & AUTO**

Like Comment Share 22 · 3 comments

The image shows a Facebook post from JAX Tyres & Auto. The post features a yellow background with the text 'Own a 4x4? Show us what you've got!' and 'for your chance to WIN a set of Mickey Thompson Tyres + other weekly gifts!'. Below the text is a video thumbnail showing a hand holding a tablet displaying a car driving through water. The video has a 'JAXTRIBE' logo in the top right corner and the text 'DEEP WATER OFF-ROAD DRIVES - GOT TO LOVE THAT!' at the bottom. The post also includes a search bar, the JAX Tyres & Auto logo, and engagement metrics (22 likes, 3 comments).

Crucial to the success was the ability to namecheck contributors on each video clip. “Our customers also appreciate being recognised for their engagement and participation, so displaying their name over the video clips was a greater motivator, we found, than the prize,” says Mr Roumagoux.

The result



The first result was five social media videos that quickly went viral. JAX's Facebook followers grew by over 3% over the course of the three-week campaign. The marketing team picked the videos they thought most likely to appeal to the 4x4 community. They used Vloggi Studio to create quick compilations of the shortlist then reviewed as a team.

No editing was required, as JAX's marketing team had worked with Vloggi's designers to create a dynamic video template that had all JAX's branding assets fonts and colours pre-loaded and a number of smart fields that would be filled out by the Vloggi system as clips came in.

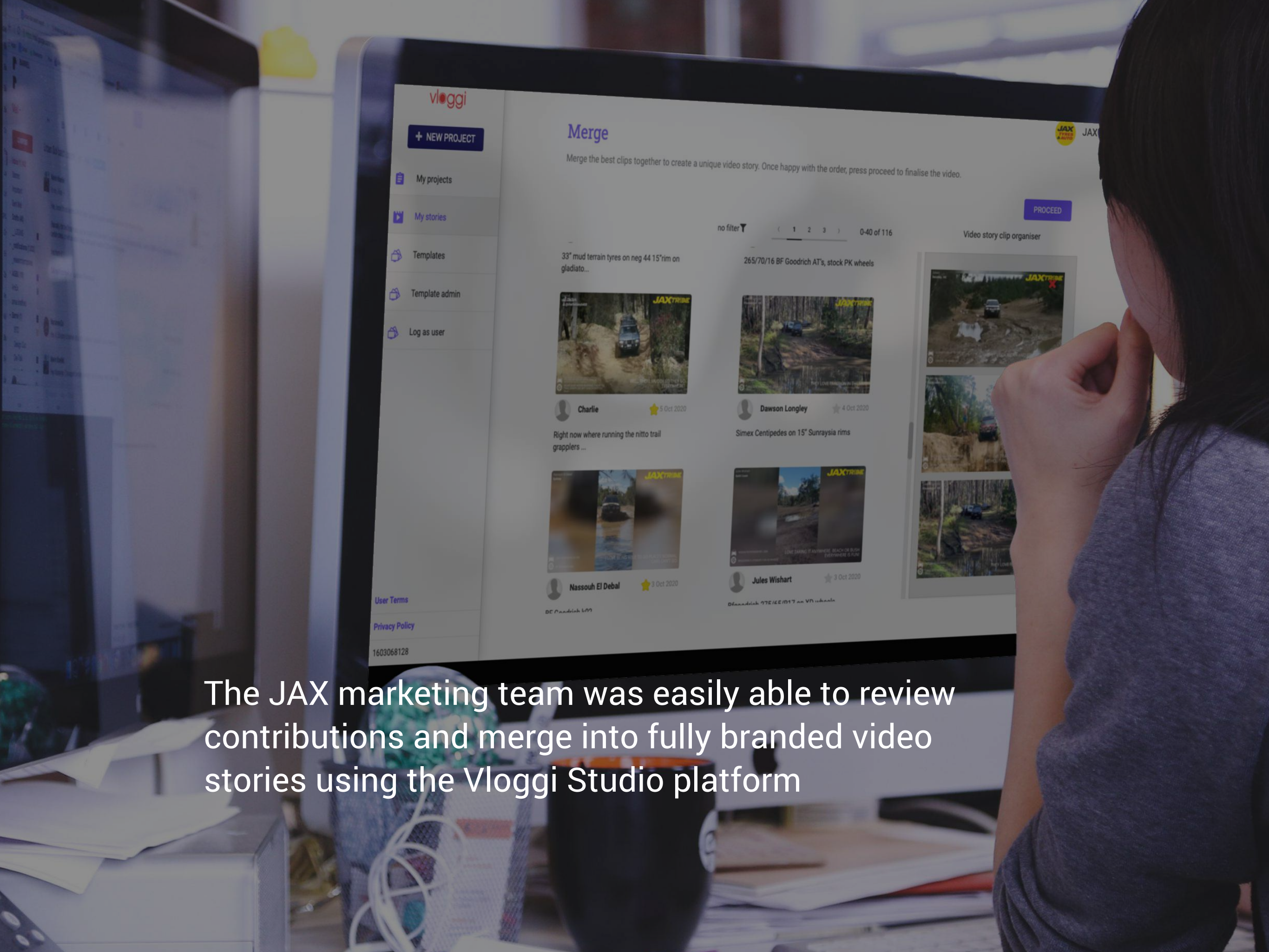
"Vloggi makes compilation videos really, really quickly. So it was quicker for us to pull together mashups already in our video template than to review individually. We could see exactly how the finished video would look, even when in draft form," says Mr Roumagoux.

When it came time to judge the winning entry at the end of the four-week campaign, the team quickly compiled various versions of the **Best of the Best** compilation video listicle.

The team was able to filter entries by car make and model, upload date, filming location and other metadata as well as by the custom fields of car make, model and tyre brand.

The contest also gave JAX further insights into their customer base. "We were able to see exactly which car make and model our customers were the most passionate about and also what tyres each car model owner tended to pair with the vehicle. For us, the key selling point for Vloggi was having access to that rich data," added Mr Roumagoux.

"Thanks to Vloggi we now know better who our superfans are, what they like and how to engage with them. This first campaign gave us fantastic insights into the 4x4 community as well as great engagement and real life rich content that will improve our SEO" said Mr Roumagoux.



The JAX marketing team was easily able to review contributions and merge into fully branded video stories using the Vloggi Studio platform

Conclusion

When it came time to judge the winning entry at the end of the four-week campaign, the team also quickly compiled various versions of the Best of the Best compilation video listicle.

The team was able to filter entries by car make and model, upload date, filming location and other metadata as well as by the custom fields of car make, model and tyre brand.

The contest also gave JAX further insights into their customer base. “We were able to see exactly which car make and model our customers were the most passionate about and also what tyres each car model owner tended to paid with the vehicle. For us, the key selling point for Vloggi was having access to that rich data,” added Mr Roumagoux.

JAX has gone on to run several other campaigns with the Vloggi platform including its ongoing customer testimonial program.

For this, JAX used an embedded upload tool within its existing testimonial workflow. The company, which uses the Net Promoter Score extensively, asks its customers one simple question, which they can answer as a video

comment. The content is then wrapped into a complete video by the **Vloggi Integrate** API connector. “We needed the upload function to be contained within our platform, or else we’d lose customers. we were delighted when Vloggi engineered a solution for us to embed their technology on our site,” said Mr Roumagoux.

“We were so pleased with Vloggi that we have been recommending them around the tyre community. User-generated content strengthen the community and gives you real authority over the market and strengthens community engagement,” concluded Mr Roumagoux.

JAX has now made JAX Tribe a sub brand of the company and are now in the process of extending the Vloggi use to other niches within its high value market segments.

