

Insight into influe



The new generation of Husqvarna chainsaws, launched this year, is more than a new product line: it is promoted as a new generation of chainsawers, represented by the H-Team ambassadors in what is a brilliantly executed influencer and content-focused marketing campaign. Can our sector learn from this contemporary marketing strategy based on transparency and peer-to-peer communication? **Stef Kaiser** reports.

When you are invited to a corporate press event, you know what you have signed up for: someone wants to sell you something. But there are different ways of achieving this end goal, and Husqvarna's recent chainsaw launch illustrates how a contemporary approach building on honesty, transparency and customer involvement goes a long way in product marketing or campaigning these days.

Can our sector learn from this example when it comes to conveying a public-close image of brands and the sector as a whole, breathing new life into an industry that has so much potential for honest communication?

H-team: the power of influencers and ambassadors

A group of over 80 delegates from all over Europe were gathered in Sweden to hear about the new generation of Husqvarna chainsaws. I left the first press event with a powerful and lasting impression of a brand that had real people behind it – the developers and the chainsaw users, working closely together to develop a tool that meets the need of arborists and loggers.

After some truly passionate engineers had given a media-supported presentation of how the product was developed and thoroughly tested, a gender-balanced selection of members of the H-team – the ambassadors for the “new chainsaw generation” campaign – were invited on stage. Each of them was introduced with a funky, fun and uplifting video showing who they are as people – where they live, what their hobbies are and what their work involves. The public already connected with them after this and anything that followed became ‘peer-to-peer’ communication – an effective strategy. The four



FOCUS ON PEOPLE AND GIVE BEFORE YOU GET

Influencer marketing is like a hybrid of old and new marketing tools, taking the idea of the celebrity endorsement and placing it into a modern day content-driven marketing campaign. The main difference is that the results of the campaign are usually collaborations between brands and influencers.

Content-driven marketing is not a tactic – it's a strategy. It's a commitment to using content to reach and engage with the audiences that are important to your business or campaign. It's a commitment to give first, before you get. It's a commitment to educate before you sell. It represents an understanding that consumers are intelligent, discerning people who are going to choose your product or service only if it's the best option, and not because you had the most money to spend on a fancy advertising package. (*Rightsourcemarking.com*)

ncer marketing



#newchainsawgeneration

THE H-TEAM

Linn Arvidsson @logginglinn

During the World Logging Championships in Lillehammer 2018, Linn became the very first female World Champion. She's worked with chainsaws for the better part of a decade, the last two years professionally. She believes her background in sports - both soccer and hockey - accounts for much of her success.

Anton Petersson @husqvarnaanton

22-year-old Anton has been a forestry professional for three years and today he manages a felling contractor business. His time off duty is spent hunting, exercising and training with his chainsaws. His passion for chainsaws is evident in his time spent training and the two times he's competed in the World Logging Championships.

Olivia Eggen @olivia.eggen (pictured far left)

Olivia has inherited her interest in forestry from her father and she's followed him, working as a forestry professional for five years. The passion for her work is based on its ever-changing nature and the opportunity to stay active. Staying active is also something she does in her free time, that is spent travelling, climbing, riding, running, doing yoga or exercising her dogs.

Martin Götz @goetzbaumpflege (pictured left)

Martin is a Board Master Arborist, a tree climbing and chainsaw instructor, who has worked in tree care since 2000. For the last 12 years, he's managed his own tree care business with four employees. Besides chainsaws, his passion is horses and riding.

were interviewed about their work as arborists, their opportunities and challenges, and their involvement with product development and testers as part of the H-team.

The ambassadors are the faces of a professional and visually-striking campaign - they appear on banners, in videos and brochures; but they were mingling with guests at the event and were as approachable as anyone could be. When we talked to them informally, they came across as 'pal' like, private people one can easily connect with. They were passionate when talking about their work and happy to be part of the Husqvarna engagement strategy. They seemed to feel a strong sense of belonging and ownership for the brand which, of course, translates

● How could this marketing technique be used to change attitudes towards our sector, convey an image of a modern, green sector and get more young people interested in forestry and timber?

● Have you used influencer marketing before? Tell us about your experience.

into excellent marketing results for Husqvarna.

Most H-team members are very active on social media using their personal accounts. Brands increasingly use such influencers to link their brand to content provided by bloggers, youtubers and instagrammers who act as role models for potential customers and many more across the world.

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GET INVOLVED

>> The impact

You would expect the editor of *Forestry and Timber News* to be as commercially unbiased as possible. Why am I giving a chainsaw manufacturer this much coverage? I do, because I want to highlight the impact of a well-achieved contemporary marketing campaign that really connects with the client base. I feel that Husqvarna has created a sense of community around its product and brand, linking it to an image of a young, attractive sector. I have not elaborated on the specs of the product itself in this article; but I have linked the brand to a positive story of real people, and this might well shape your perception of it.



Husqvarna's next generation of 50cc chainsaws are out! The 550 XP® Mark II and the 545 Mark II are redesigned from scratch, resulting in a new level of cutting capacity, maneuverability and endurance, making them optimized for harvest forestry and urban forestry applications including felling, limbing, removals or cross cutting of small and mid-sized trees.

We have asked chainsaw instructor David Rossney to test the chainsaw and publish a bluntly honest product review in FTN April 2019.

Available in UK from 15 March.

www.husqvarna.com/uk/dealer-locator

For details, news and videos visit:

www.husqvarna.com/uk/products/chainsaws/newchainsawgeneration

[@Husqvarna UK](https://www.facebook.com/HusqvarnaUK)

FTN WEB RESOURCES



Watch the funky video introducing the new products and the H-team

www.confor.org.uk/ftnweb

FISA Forest Industry Safety Summit 2019

27
March
2019

Royal Highland Centre, Ingliston, Edinburgh

The 2019 FISA Forest Industry Safety Summit is for forest industry leaders, FISA members and the wider forestry industry.

Chainsaw incidents continue to be the major part of the injuries in tree work with approximately a third of all fatal and major injuries in tree work occurring during chainsaw operations. Investigations into these accidents regularly identify a failure to plan, implement and follow safe systems of work; along with a failure to effectively challenge unsafe practices. This summit will re-focus on the urgent need to improve forestry safety.

- A revised Guidance on Managing Health and Safety in Forestry (GMHSF) will put greater emphasis onto the roles of the 'Duty Holders', and reiterate the crucial need to ensure early safety planning ahead of work.
- HSE will bring an insight to their recent inspection programme of 50 forestry visits which focussed on the planning, supervision and competence of chainsaw operations. The inspection



programme also challenged the industry's widely-held view that it's not reasonably practical to provide welfare facilities on its forestry sites.

- Load security for timber haulage will also feature. Loads must be safe for transport; safe for offloading – reducing the risk of shifting / dropped loads. As updated legislation encourages more straps, the industry needs to ensure drivers have a safe area to fasten straps both in forest and at the mill.

More detail and registration for the summit will be available soon at www.ukfisa.com

FISA will be holding a series of eight UK Safety Health Awareness Days (SHADS) during 2019. The SHADS will be resourced and hosted by supporting FISA members. SHADS offer opportunity for Contractors and FWMs to learn about safety and site planning; support for safe use of chainsaws; use of traction assist and winching. SHADS dates and venues will be widely circulated shortly.