

A campaign that told a classic B2B product story with all the flair of a B2C launch



**THE CHALLENGE**

Roland DG, a manufacturer of digital print machines, wanted to generate attention for its new range of commercial printers, TrueVIS, and communicate the product benefits in an interesting way.

And in a crowded, highly competitive market Roland was looking to create brand fame by attempting a difficult trick: getting businesses and consumers to talk about a B2B product launch.

So, what is different or interesting about the TrueVIS family, the AP-640 resin printer, the LG-640/540/300 high productivity UV printer/cutters, and the MG-640/300 multi-functionality UV printer/cutters? These large, highly technical machines, costing up to \$22,000 each, print the brightest, most vivid, most accurate colours - even notoriously tricky oranges and reds.

How could we demonstrate this simple product truth in a way that would get people to pay attention? Our answer... 50 Shades of Ginger.

**THE DESIRED OUTCOME**

For too long the B2B marketing category has been a sea of same. Brands deploying the same old tired tactics - rational feature selling, product demos and white papers.

At Fight or Flight, our ambition is to bring emotion and creativity to the B2B sector. Just like consumers, B2B decision makers rely on their emotions for B2B buying, so why should we leave emotions out of our marketing?

The desired outcome for this campaign was simple: make Roland DG famous in order to inspire interest in its new TrueVIS range of printers. Fame in B2B is tricky to achieve: we wanted our target bullseye audience (the people who buy the machines) to see Roland talked about in the most unexpected of places... mainstream media.

We set hard metrics to track the value of the campaign, including search enquiries, social engagement, web traffic and sales of TrueVIS printers.

\*including all agency fees and hard costs

## THE CREATIVE APPROACH

**Our campaign creative catalyst was the TrueVIS range's ability to excel in the tricky printing of oranges and reds. How could we link this to a bigger conversation? Well, no one understands the nuance of red and orange shades better than redheads. From strawberry blonde to fire-engine red, the global population of redheads covers a hugely diverse spectrum of different shades. And yet, most of us rely on only one word to describe them: ginger.**

Using the TrueVIS printer and a spectrophotometer, we built the first ever Ginger Colour Index, and printed a unique lookbook that illustrated the huge variety of different shades that make up the 'ginger' collective. 50 Shades of Ginger was born.

Our campaign assets were supported by consumer research to bring to life the experiences of fed-up redheads. What was it like to grow up as a redhead with only one word, 'ginger', to describe your shade? How do redheads describe their own unique colour? Who are their redhead icons?

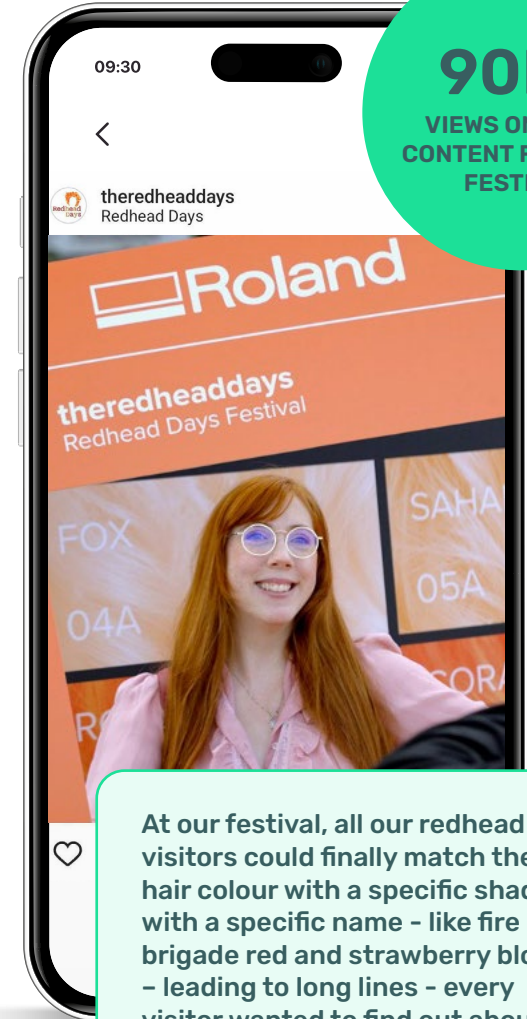
We enlisted Jenny Ryan, proud redhead from ITV's The Chase, to front our campaign. On World Redhead Day, we sent Jenny onto Good Morning

Britain to showcase our 50 Shades of Ginger lookbook to GMB's 620,000 daily viewers - with Roland's branding front and centre throughout in an engaging and tone-perfect broadcast segment. Presenter Ben Shephard loved the lookbook so much he kept it after the show and gave us some love on social later that day.

But we didn't stop there. Roland also sponsored the Redhead Days Festival in Tilburg, Netherlands, bringing the 50 Shades of Ginger to life for 40,000 festival goers in August 2023. The lead sponsorship agreement included branded signage, a unique experiential photo wall featuring the bespoke colour index, and live printing displays, where attendees found the perfect shade of ginger to match their own locks.

The campaign provided us with assets that allowed us to engage our target print audience with unique sales tools - from posters of 50 Shades pantones through to direct customer campaign comms, we continued the conversation with this key audience. Our connection to all things ginger has allowed us to be reactive around the colour, so when the Pantone Colour of the Year was announced in 2023 to be a shade of ginger, you guessed it ... we jumped on the opportunity. Cue more social content and more engagement with our campaign, and more fame for Roland DG.

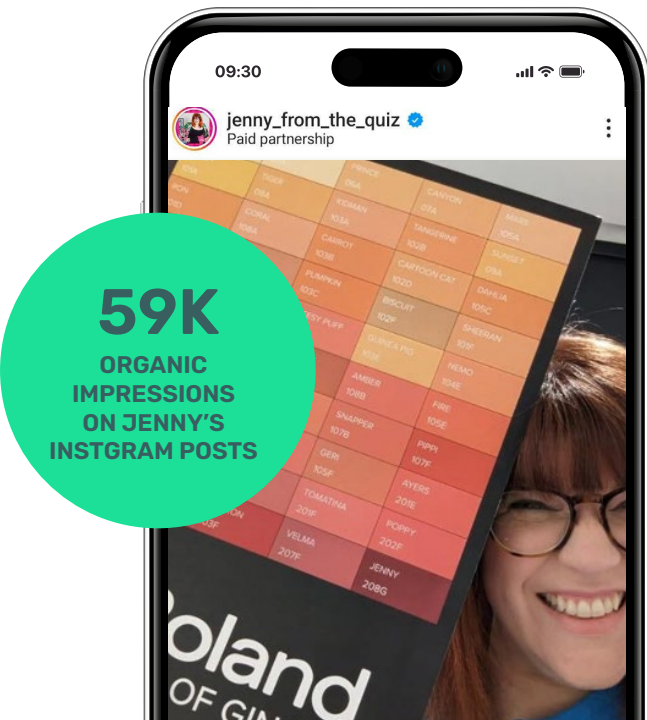
Jenny on Good Morning Britain



**90K+**  
VIEWS ON VIDEO  
CONTENT FROM THE  
FESTIVAL

At our festival, all our redhead visitors could finally match their hair colour with a specific shade, with a specific name - like fire brigade red and strawberry blond - leading to long lines - every visitor wanted to find out about their personal colour name!

Redhead Days Festival organisers



## THE RISKS

Challenging the B2B status quo comes with huge risks. How would our buying audience react? Would consumers help carry a B2B message? Could we even sell an idea this different to Roland's internal business stakeholders?

What helped was a clear connecting line from our creative to a product truth. A connection that would allow Roland to demonstrate its expertise and our campaign to highlight something that people actually wanted to talk about, the experience of having red hair.

Persuading a B2B brand to use a consumer influencer was also a tough sell. So, when we were looking to recruit our influencer, we started with the objective of finding someone who media genuinely wanted to talk to. Good Morning Britain was our number one broadcast target. Rather than offer them a particular redhead influencer and hope they were interesting, our head of broadcast took GMB three options and offered

producers the opportunity to select which influencer would be most likely to land that critical morning slot. Jenny Ryan was that choice. Our aim was to minimise the risk and ensure the investment paid off.

B2B marketing has typically been against the notion of broad targeting, seeing "wastage" as a negative. Fight or Flight takes the opposing view. Generating fame is an effective way to raise market share. Imagine you are a print shop owner, enjoying your breakfast, and you see your niche category being talked about, shared, celebrated on prime-time television. The only brand in your category doing this is Roland DG. The next time you are in the market for a digital printer, the famous Roland DG is far more likely to be on the radar than its competitors.

This is not to say we didn't explore traditional B2B channels. To support the broader campaign, we used the campaign idea and assets to create more targeted B2B sales assets, giving us the best of both worlds – consumer-grade coverage with B2B results.



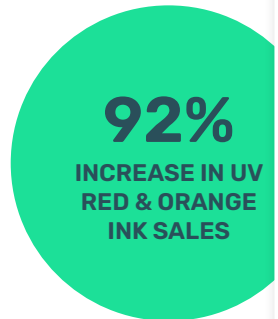


**RESULTS: COMMERCIAL**

- A **45% YOY** revenue spike (Jun/Jul) for TrueVIS branded print machines, equating to sales of **\$3.8m**.
- The campaign also delivered a surprising surge in demand for Roland's red and orange inks.
- UV red & orange ink sales almost doubled (**+92%** vs PY).
- TR2 (Eco-Solvent) inks sales grew by **18%** vs PY.
- In fact, demand was so high for the inks that sales reps reported stock shortages.

**An important KPI for our campaign was reaching new customers:**

- Our campaign drove a **196% rise** in organic search traffic, a huge spike in search engine queries representing rising interest in the Roland DG brand from previously unaware prospects.
- A **33% rise** in direct traffic demonstrated that buyers who were already familiar with Roland were visiting the site to find out more about the TrueVIS range.



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**RESULTS: PRINT & ONLINE**

- **63 pieces** of media coverage and a strong showing on social delivered a total reach of **590.65 million**, with **100% positive** sentiment.
- Our redhead research was a red-hot hit with the red tops, where we secured stellar coverage featuring Roland's quote, brand messaging, and assets across **The Sun, Daily Star, Express, Metro and Mirror**.
- The research secured **six pieces of top tier trade coverage**. But crucially, all-important trade journalists didn't just cover it, they went out of their way to say how much they loved the campaign. An unusual response from the trade media, to say the least!



**I love, love, love the '50 Shades of Ginger' colour index... what a fabulous bit of attention-grabbing marketing.**

Gabby Bowring, Image reports

**As a proud redhead, I'm loving this news from Roland DG, highlighting the complexity of beautiful colour.**

Susan Wright, Earth Island

**Even the competition got in touch to say how much they loved the campaign:**

**I can't lie. This is ace! Nice work guys.**

Leonie Toal, European PR & Social Media Manager, Epson

## RESULTS: SOCIAL

Jenny Ryan's Instagram posts generated **59,085** organic impressions and **1,644** organic engagements.

Roland also saw record-breaking engagement on its own social channels:

### Organic:

**498,765** impressions & **841** engagements.

On Twitter, Roland received more impressions on the launch day of the campaign than in the rest of 2023 combined so far.

On LinkedIn, the average engagement rate for the campaign was **8.1%** - 3x higher than Roland's usual performance and 3x above the industry average. And on Facebook, engagement rate was 2x higher than Roland's average, coming in at **12.9%**.

### Paid:

Achieved: **619,086** impressions & **1,475** engagements.

Securing a **1.7%** engagement rate on LinkedIn (3x higher than industry average, and Roland's best performing paid campaign in the last 12 months).

### The Festival:

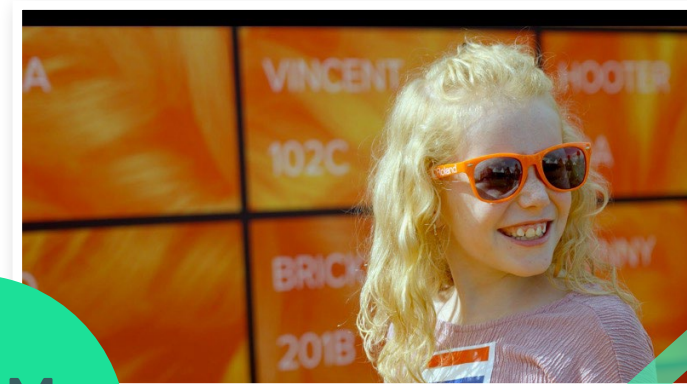
**90,000+** video views on branded video content from the festival activation.

Global festival coverage including the **BBC, Daily Mail, and Reuters** showcased Roland DG's '50 Shades of Ginger Colour Index' as part of its imagery for the redhead get together.

Drove over **439K** impressions across owned social content.



**590M**  
TOTAL REACH  
ACROSS SOCIAL  
AND MEDIA



## CHANGING THE GAME FOR B2B MARKETING

**At Fight or Flight, we believe that by bringing consumer-grade creativity to a sector known primarily for boring product releases, we can stretch the potential for B2B brands to generate fame and mental availability from creativity just like the biggest consumer brands.**

The success of braver, non-traditional campaigns like 50 Shades of Ginger can inspire greater confidence across the sector and encourage businesses to raise investment in marketing as a whole. As an example, following the success of 50 Shades, Roland DG chose to invest in TV advertising for the first time, asking Fight or Flight to create the ATL content. You can check out the final result [here](#).

Where once it was big brand consumer campaigns that looked to influencer engagement, social content, big event sponsorships, reactive social, we have shown through this campaign that B2B brands can – and should – play in this space.

We are delighted to be part of a small but increasingly noisy movement of brands and agencies trying to change the behaviour of an entire B2B category. We hope that the effectiveness of 50 Shades will provoke others into joining us.



The Fight or Flight Team