

## **OBI Machbar Roadshow**

### **CONTEXT**

The DIY-Business is booming. DIY chain realized that as well. However, while others count on monumental projects with men sweat odor when addressing people, OBI closes the gap between inspiration from Pinterest and selfmade furniture – addressing young do-it-yourselfer and families. The problem is: who really has the courage to realize his/her idea? Who is able to hammer, saw, grind and coat something? That is why OBI positions itself as „Machbarmacher“. OBI counts on integrated DIY campaigns that can reach the target groups online as well as in real life. The promise: DIY is doable for everyone! With OBI you are creating fun, passion, ideas, relationships, conversations and pride.

### **OBJECTIVES AND STRATEGY**

Next to a social media campaign, your own website, DIY-pop-up-stores and trade shows OBI counts on a roadshow through Germany and Austria. The strategy: Not only tell the customers in an area of full racks and long aisles what is possible – tell them directly. There, where you associate DIY with fun and easiness. At Festivals in urban centres. Creating a casual, inspiring atmosphere that invites you to linger and join in spontaneously.

The idea: a mobile creative workstation and partylocation all in one. The offer: a colourful, inspiring mixture of workshops, a playground and party.

The goal: Show how easy DIY is with OBI and how much fun you can have whilst doing it.

### **MEASURES**

From spring to autumn 2019 the OBI roadshow travelled through 8 cities in Germany and Austria – embedded in music festivals, street festivals and in outdoor locations that are known all over the town – in a setting of cultural and culinary offers.

To create a likable and visually appealing brand identity real construction wagons, delivery vans and transporters were lovingly redesigned to a creative workstation. As a circle of wagons they defined this place and worked like a travelling circus. Every vehicle had its own function. A van as a tool and material vehicle, a construction trailer as a kiosk for drinks and as a registration desk, another construction trailer as the production office, a platform truck as the stage and escape room. It was possible to provide flexible floor plans with these vehicle modules. In the centre of the circle of wagons one could work on workbenches that were designed only for the roadshow. Lamps, shelves, candlesticks. Everything that one can buy at an OBI store.

Of course there also was a craftsmen youth development! Selfmade wood boats were send in a race on-site directly.

OBI experts showed how to construct the items. And Bosch Home & Garden was there for the tools. A particularly nice highlight: the „Beavers escape game – powered by Bosch“. The one and only escape game where participants can only find the safe by using the right tools with the right skills. And other than that one could relax at the bar or look for inner balance on the big spirit level seesaw. Handmade pop music by local

bands and DJs were the perfect end of a succesful DIY-workshop and a reward to the proud „do-it-yourselfers“.

The roadshow was supported by an online presence and a story on OBIs social media channels.

## **RESULTS**

From spring to autumn 8 locations were visited by an average of 10 days. 50 objects per day were build on average. Over 4000 objects and 2000 hours of analysis of DIY and the brand itself. Hundreds of proud „do-it-yourselfers“ have been celebrating their finished products, not only on-site but also on facebook or instagram.

Because of an app that was used from the beginning of the tour, the roadshow could establish throughout summer and offers developed further on.

The purport of the people visiting was: great idea, a lot of fun and by that learning something. OBI seems to be nice and creative. The brand was able to position itself as a „Machbarmacher“.

## **THE SPECIAL**

A very likable brand identity that created an authentic atmosphere out of a travelling circus (roadshow), a workstation (topic) and a brand itself (purpose). The slogan „With OBI DIY is doable for everyone“ has been translated playfully as well as convincingly. What does DIY mean again? „Do-it-Yeah!“

## **ROADMAP**

- Köln (c/o Pop Heliosgelände): 01.05 - 05.05.2019
- Hamburg (Strand Pauli): 15.05 - 26.05.2019
- Linz (Pfarrplatz): 05.06 - 16.06.2019
- Wien (Hannah Arendt Platz, 22. Bezirk): 28.06. - 14.07.2019
- Leipzig (Wilhelm Leuschner Platz) 08.08 - 22.08.2019
- Berlin: (RAW Gelände): 30.08 - 15.09.2019
- Frankfurt (YARD): 20.09. - 06.10.2019
- Köln: (OBI Markt Marsdorf): 11.10. - 26.10.2019



Top-view // approx. 20m x 20m / 400sqm



Bird-view





Blowup Beaver & seesaw challenge





DIY Kiosk



Workstations