

Metabo All-In Service DRILLLLLLLLLL IT WITH PLEASURE!

The goal of this campaign was to promote a service for Metabo cordless powertools. All-in Service will fix your tools for up to 36 months even if they have been broken because of your own fault.

As this campaign relied heavily on online clip, we decided to go with humorous approach, that would get viral attention among our target audience (mostly male constructor workers and their employers).

Working in constructions can be really boring so why not make the best out of your powertools and use them as musical instruments? Why not make a badass powertool rave?! And even if they will brake...Metabo will fix them!

In order to maximize this idea, we teamed up with young promising music producer and one of the most popular stand-up comedians in Estonia. Music producer used real Metabo powertools to create a catchy rave tune that was used for our online video and radio clip.

Our campaign got global positive feedback and was reposted on many different Metabo accounts (Metabo Official, Germany, Russia, South-Korea, France, North America etc).

