

**Agency**

Cawley Nea/TBWA

**Client**

Calor Gas

**Product**

Calor Gas-powered Forklift Truck

**Title**

Magic Dumbbell

**Country**

Ireland

**Background**

Using a Calor gas-powered forklift truck had many benefits over using conventional diesel or electric models. They were more reliable, powerful and there was less downtime. The problem was that while factory managers needed to know this, they were not interested in meeting sales reps to learn otherwise. They were also notoriously disinterested in marketing collateral. The objective, then, was simply to get a first meeting with these guys.

**Idea**

To demonstrate in a playful way the benefit of using Calor-powered trucks, warehouse managers were sent a very heavy box with a gym dumbbell inside. However, when they lifted out the dumbbell, it turned out to be as light as a feather. The weight was concealed in the lining of the box. Enclosed was a simple brochure outlining the key benefits of the product and a note to say a rep would be in touch later that day to set up a meeting.

**Results**

When the sales people called after the mailing, not a single meeting was refused.

**Insights**

This idea works so well because the creative treatment is a reversal of the expected. All of the cues are there to set the mind up to believe the dumbbell is heavy. But when it turns out it isn't, the surprise doesn't just make sense of Calor Gas' message, *Make lighter work of the heavy lifting*, it burns it into memory.

This would not have come cheap. But then, forklift trucks don't come cheap either. If this mailing led to more than three or four being sold, the ROI generated would have been seriously impressive.

**CREATIVE TEAM**

**Executive Creative Director**  
Stephen Anderson

**Creatives**

Martin Cowman  
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**Design**

Martin Cowman  
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