

Play

MOWER

MANIA



mower

Mower Mania



Situation:

At the start of 2025, an economic slowdown stalled Mower's new business pipeline as client budgets tightened. Despite award dominance and repeated Agency of the Year wins, we had an awareness problem. People didn't know who we were or how to say our name.

The Challenge:

Break through a crowded agency landscape with a memorable way to drive engagement and recall. With the goal of increasing our new business pipeline by 2-3X the final nine months of 2025.

The Insight:

Active participation drives memory. Research showed interactive, play-based learning leads to 60% higher recall than passive content. Gamified experiences are 90% easier to remember, and visual mnemonic recall rates are double those of traditional messaging.

The Strategy:

Disrupt, engage and educate prospective clients with marketing they're sure to remember. True to Mower values, the experience needed to be fun, relatable and unexpected.

The Big Idea:

Mower Mania. A retro-inspired video game built to break through conventional agency advertising and tap into our audience's natural competitiveness. Players race against the clock on a customizable riding lawn mower—a visual mnemonic for our name—cutting grass, dodging obstacles, and grabbing cash. In-game pop-ups deliver key facts about Mower's Agency of the Year status, employee ownership and focus areas. The longer they play, the higher they climb the leaderboard with prizes to match. And the more they remember.

We launched Mower Mania as a live activation at the largest annual gathering of B2B marketers, the ANA Masters of B2B Conference. Two weeks ahead of the event, we teased the experience via social and targeted emails. On-site, ambient media drove traffic to the game and showcased real-time high scores.

Lines quickly formed. While attendees waited, Mower employees connected with prospects and discussed their brands and ambitions. Players entered their name and email to join the leaderboard, and every participant walked away with MOWER-branded socks as a physical reminder. Daily high score winners received Carhartt jackets, highlighting a key Mower client.

Post-event, we followed up with collected contacts to continue the conversation. To extend reach, we also launched a holiday email campaign inviting select clients, prospects and employees to play. Each game triggered a donation to No Kid Hungry. Reinforcing goodwill alongside memorability.

CUSTOMIZE



PAINT
ENGINE
PIPES
WHEELS

YUP >

DRAG

DID YOU KNOW?

At Mower, our mission is to spark fierce friendships between brands and people through ideas that create authentic, enduring connections.

GAME ITEMS

- PICKUP DOLLARS AND COINS FOR EXTRA POINTS.
- GET THE CLOCK FOR A LITTLE EXTRA TIME.
- GRAB THIS ICON FOR A SHORT BOOST OF SPEED.
- HIT A ROCK AND TOOK DAMAGE? GRAB THE WRENCH FOR REPAIR.
- WATCH OUT FOR THE MUSHROOMS, THEY WILL AFFECT YOUR SENSE OF REALITY FOR A FEW SECONDS.

2:00

0%

27

1:40

B2B AGENCY OF THE YEAR.

2%

463

1:26

28%

JOB COMPLETE!



4482

0:25

MO

4511

0:17

MOWER RHYMES WITH GROWER.

MOWER MANIA

RANK	SCORE	NAME
1ST	9930	TIAGO L
2ND	7617	ADAM F
3RD	7460	TIAGO L
4TH	5925	TIFFANY S
5TH	5462	LAUREN R



CLICK THE **PLAY NOW!** BUTTON TO PLAY THE GAME

MOWER

Rule the turf. Win the jacket.



We can't wait to see you at the ANA Masters of B2B Marketing! Meet us there to **play** our race-against-the-clock lawn mowing game, **Mower Mania**.

We're giving away **THREE Carhartt jackets*** (one each day) just for playing! We'll be randomly selecting winners on 6/2 and 6/3. Every game you play = another chance to win. Then on 6/4, the overall top score from all three days wins a Carhartt jacket.



*No Purchase Necessary. Mower Mania Sweepstakes Entry ends at 9:00am ET on 6/4/25. See Official Rules at https://events.mower.com/mower_mania/rules for prize value and details/restrictions, odds and full details. Sponsor: Mower Agency.

Carhartt x Mower

Don't miss our thought leadership session
From Complexity to Conviction:
How Carhartt Turned Workwear Into Workforce Pride
on 6/3 from 3:45 to 4:15pm.



Carhartt
Kendra Lewinski
Senior Brand Manager, B2B



Mower
Stephanie Crockett
CEO



Mower
Doug Kamp
CCO

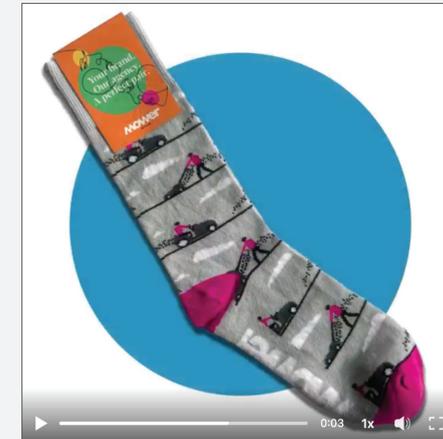
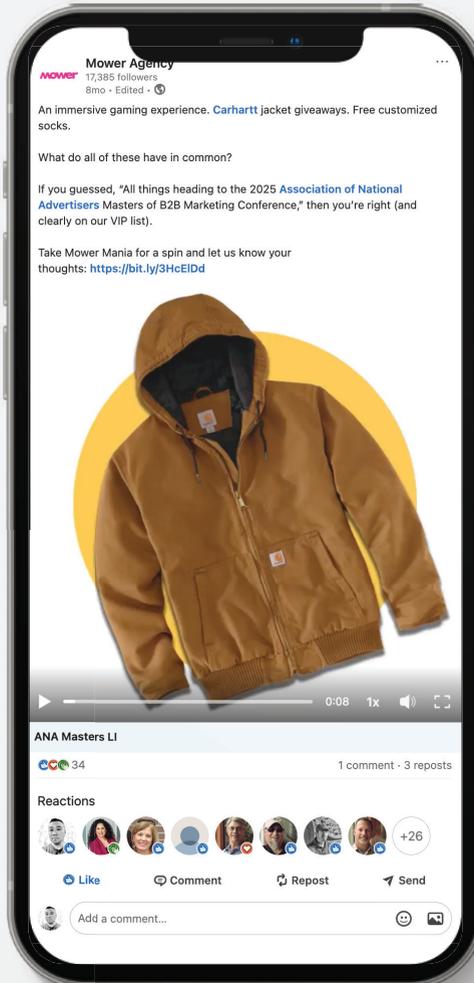
ABOUT MOWER

Mower is a 100% employee-owned, women-led agency of thinkers and makers who use strategy, innovation, creativity and human understanding to build brands and grow businesses.

Want to learn more? Get in touch!



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BOOTH FEATURES

BACKLIT GRAPHIC WALL
WELCOMING ATTENDEES FROM
NEAR AND FAR

TWO MONITORS FEATURING LIVE
GAMEPLAY, ANNOUNCEMENT OF
WINNERS AND AGENCY REEL

CUSTOM "MOWER" RIDING MOWER
SERVED AS WINNERS PODIUM
AND PHOTO OP FOR GUESTS

TWO KIOSKS WITH
GAMING WHEELS AND MOWER
BRANDED GIVEAWAYS

FIERCE FRIENDS WELCOME MATS





MOWER



This season, we're giving you a game—and giving to an amazing charity.

Introducing Mower Mania—the gift that keeps on giving. We created a fun, race-against-the-clock lawn mowing game (because we're Mower, get it?) that we're thrilled to share with you.

We will be making a donation to No Kid Hungry for every game played in December—and we need your help. Simply play the game and share to your social channels to do your part and spread the word. Employees who share the game on social media will be entered into a random drawing for a \$100 gift card.

We're proud of the successes we've shared this year and look forward to the possibilities ahead in 2025. So, to you and yours, we hope you have a wonderful holiday season and a very happy new year.

[Play Now](#)



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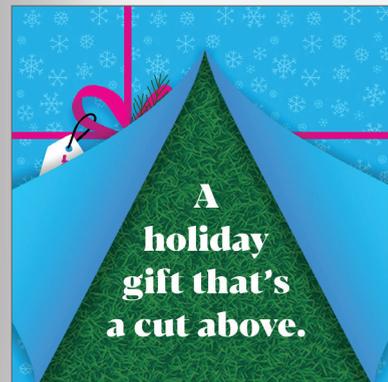
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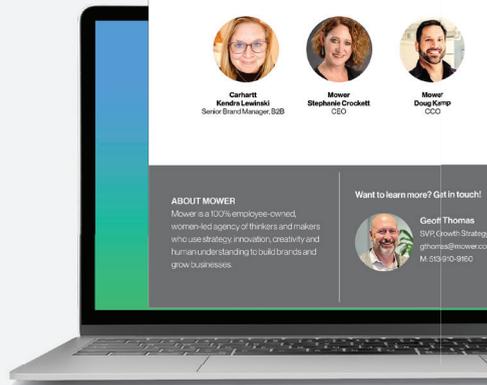
Carhartt x Mower

Don't miss our thought leadership session **From Complexity to Conviction: How Carhartt Turned Workwear Into Workforce Pride** on 6/3 from 3:45 to 4:15pm.



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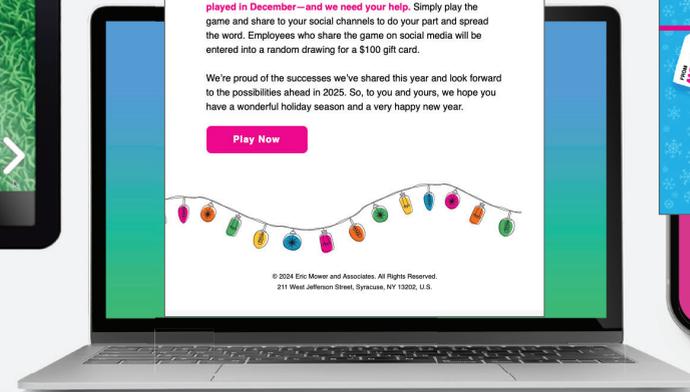
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SOCIAL & TARGETED EMAILS

MOWER MANIA ONLINE GAME

TRADESHOW BOOTH EXPERIENCE

POSTSHOW SOCIAL & TARGETED EMAILS

With \$0 paid media, Mower Mania exceeded every goal.

**ANA MASTERS OF B2B
CONFERENCE**

30+%

Of attendees played the game
& shared contact info

378

Visits to our website

11+ minutes

Average engagement time
on mower.com/mowermania

**HOLIDAY
CAMPAIGN**

449

Prospects reached

1,954

Game plays

4:43

Average game play
time

**2025 Q2-4 NEW BUSINESS
PIPELINE**

71

Marketing Qualified Leads

6.2x increase

in average pipeline value

50%

RFP win rate

