



Timbersports features a variety of wood-chopping themed events | Photo source Stihl

Innovation > Advertising & Marketing > Stihl social media campaign revives old sports footage during lockdown

STIHL SOCIAL MEDIA CAMPAIGN REVIVES OLD SPORTS FOOTAGE DURING LOCKDOWN

 ADVERTISING & MARKETING

The lack of live sports during lockdown helped boost interest in lumberjack sports, promoted by the chainsaw maker Stihl

Sign in or buy a plan to view this innovation

VIEW PLANS

SIGN IN

Download PDF