



BFGoodrich All-Terrain T/A KO3 Tire
64th Hatch Awards Entry

Experiential: Live or Virtual Event

The Landscape

In 2025, BFGoodrich Tires faced a pivotal moment: sunsetting the iconic BFGoodrich All-Terrain T/A KO2 tire. Launched in 2015, the KO2 tire had created the all-terrain category and set an industry benchmark for toughness for nearly a decade.

The all-new BFGoodrich All-Terrain T/A KO3 tire isn't just the next iteration—it redefines off-road capability. Designed to be tougher, more durable, and more versatile than its predecessor, the KO3 tire sets a new high-water mark for all-terrain performance.

Approach

Our Approach

While the KO3 tire builds on the KO2 tire's legacy, it enters a marketplace that has evolved. The core audience of rock crawlers and off-roaders has expanded to include a growing number of outdoor enthusiasts. Campers, hunters, and anglers have become an increasingly significant segment of buyers. Less familiar with the automotive aftermarket, they seek adventure off the beaten path and need tires capable of handling the toughest terrain.

Our campaign set out to show longtime fans that the KO3 tire wasn't just an iterative improvement; it was a passing of the torch from one of the most iconic names in the off-road community. After a decade of dominance, BFGoodrich Tires was back with a product that once again set the bar.

And for those new to the category, the campaign aimed to introduce BFGoodrich Tires as the brand that enables them to pursue their outdoor passions deep into the wild without letting anything stand in their way.



Putting It to the Ultimate Test

To bring it to life, BFGoodrich Tires ventured into the world's toughest testing ground: the Alaskan wilderness. The brand transformed remote hunting territory into the ultimate proving ground, where automotive journalists, industry influencers, and outdoor experts experienced the KO3 tire firsthand. The event was designed to be immersive and hands-on, giving participants a clear understanding of the product before setting out to test its performance for themselves.



Activation

Basecamp KO3

We called our event *Basecamp KO3*. There, attendees experienced interactive exhibits to learn about the evolution of the KO tire legacy, as well as the advanced engineering and improved capabilities of the incredibly tough KO3 tire.

After a detailed immersion in the new tire's technologies with product engineers, attendees had an opportunity to choose how they wanted to put the tire to the test and set off to hike, fish, and traverse the Alaskan wild. Alongside the BFGoodrich Tires team, they captured and shared their adventure with their followers on social media and in industry media outlets. This content became the backbone of an integrated national campaign, translating the experiential tactic into a documentary-style effort that connected with audiences across the country.



Impact

Impact

The launch activation garnered **over 19 million earned media impressions**, with nearly 20% of organic reach extending beyond BFGoodrich Tires' core audience.

Additionally, the overall campaign which this event was part of helped drive **~65% greater dealer sell-in** of the KO3 tire compared to the KO2 tire during the same period and **surpassed the sales target for the launch by ~40%**.

AdAge The best of experiential 2024

Best Rugged Adventure: BFGoodrich, KO3 Alaska Driving Experience

Talkeetna, Alaska | October 2024 | Amp Agency

GEARJUNKIE Latest Buyers Guides Reviews Camping Hunting Fishing Motors Topics From 1

Harsh Environment, Rugged Tires: BFG KO3 Testing in Alaska

Replacing an icon is risky business, but after a decade it was time for BFG to step up its all-terrain game. The KO3 has big promise, and I went to Alaska to find out what it is all about firsthand.

Written by Bryon Dorr Oct 30, 2024 6:07 p.m. ET



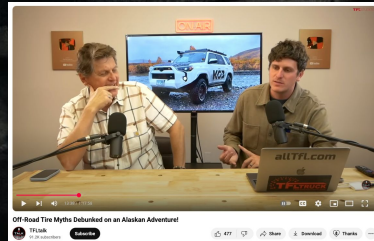
Outside

The Most Popular All-Terrain Tire Just Got Better

Meet the BFGoodrich KO3. Here's what you need to know.

Published Jan 2, 2025

Josh Schiller



MOTORTREND News Reviews Buyer's Guide Videos Magazines The Future Events

Ask MOTORTREND BETA

BFGoodrich All-Terrain T/A KO3 Tire Test: Alaska or Bust

We find out if the new T/A KO3 is a worthy successor in the legendary BFG all-terrain lineage.

Jason Gonderman - Writer; Manufacturer - Photographer | Jan 08, 2025