



Caterpillar: VisionLink® Global Campaign

Creative and communications
platform for global application





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VisionLink® is an advanced fleet management technology platform. It provides construction equipment owners with the machine data they need to make informed decisions and take action.

Caterpillar asked DPR&Co to develop a new positioning and campaign for VisionLink. It needed to promote new features to the existing audience as well as engage new audiences. It also needed to appeal to audiences who run mixed fleets (Caterpillar plus other brands).

Demonstrates.

- B2B advertising
- Effectiveness of DPR&Co's proprietary New Truth™ process.
- Global media strategy and planning
- Ability to deliver global campaigns that are adaptable by region
- Strong strategic creative capability
- High-level image composition, creation and SFX to support technical and environmental requirements.
- Language translations

VISIONLINK®
THE POWER OF KNOWING

REDUCE IDLE TIME
TRACK ANY ASSET
REDUCE FUEL BURN

**DISCOVER THE UNTAPPED PROFIT AND PERFORMANCE
OF ANY ASSET WITH NEW VISIONLINK.**

Speak to your local Cat dealer
or visit cat.com/visionlink today.

CAT®

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The research.

Recent global research conducted by Caterpillar found that, while around half of interviewees have a connected fleet management solution, those who don't are typically small fleet customers. Small fleet owners felt they were unlikely to find value in a fleet management solution for their business. Those with mixed fleets struggled to find a solution suitable for their whole fleet. While awareness is high, 95% of those who are familiar with VisionLink® associate it only with the Caterpillar brand.

The challenge.

We needed to overcome the perceptions of smaller fleet operators that VisionLink was only for large operators. We also needed to convince mixed fleet operators that VisionLink was a solution for their entire fleet, not just their Cat machines.

To do this, we needed to:

- Generate awareness of the value of VisionLink to customers who use manual processes or third-party fleet management solutions
- Introduce new and existing customers to the new VisionLink features
- Position VisionLink as a high-value technology that is worth investing in





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Our response.

We deployed our proprietary New Truth™ process, engaging key Caterpillar technology experts and marketing teams. By following this process, we were able to lay the foundations for creative development and ensure that we had a deep understanding of how VisionLink data would benefit our primary and secondary audiences.

The process led us all to the agreed upon New Truth: 'No matter how big or small your fleet, discover untapped profit and performance with VisionLink.' This New Truth then led to the campaign positioning – 'The Power of Knowing.'

Using purpose-shot footage, SFX and detailed data animations, we brought 'The Power of Knowing' to life, exposing the data and actionable insights that VisionLink uncovers. We produced a suite of campaign assets, including BVOD, OLV, social and digital that were then translated into 10 languages.





Cat VisionLink OLV

<https://vimeo.com/855209708/580098a6de?share=copy>



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The result.

The campaign, originally intended only for ANZ and EAME regions, is now running globally. It continues to exceed industry benchmarks for engagement in all media channels.

Client	Caterpillar
Product	VisionLink
Audience	<i>Primary:</i> Large construction contractors who own fleets of 10+ machines <i>Secondary:</i> Smaller construction contractors who own fleets of 10 machines or fewer
Channels	BVOD, OLV, digital, social
Deliverables	The New Truth™ strategic and creative ideation process, creative development and deployment of all assets, global media strategies (planning, buying, implementation and reporting)
From brief to live	3 months
Performance	Exceeding industry benchmarks fro CTR and video views.

