



Caterpillar: VisionLink® global campaign





VisionLink® global campaign

Demonstrates:

- Ability to distill and simplify messaging around complex technologies using DPR&Co's New Truth.®
- Ability to deliver a global campaign relevant to multiple markets in multiple languages.
- Award-winning, high quality production values within relatively modest budget framework.

The challenge:

VisionLink is an advanced fleet management technology platform. It provides construction equipment owners with detailed machine data that they can leverage to maximise performance.

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 within the construction industry who run mixed fleets (Caterpillar plus other brands).

VISIONLINK®
THE POWER OF KNOWING

TRACK ANY ASSET
REDUCE FUEL BURN
REDUCE IDLE TIME

**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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Research and tactics

Global research conducted by Caterpillar found small fleet owners did not see the value in investing in a cloud-based system that delivers actionable data insights for their assets.

Tactically, our marketing visuals and messaging needed to represent mixed fleet operators, showing VisionLink as a solution for their entire fleet of machines, big or small.

More broadly, the campaign tactics included:

- Showcasing VisionLink to customers who use manual or third-party fleet management solutions.
- Introducing new and existing customers to new VisionLink features.
- Positioning VisionLink as a high-value technology that is worth investing in





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Discovering The New Truth®

After engaging with Caterpillar technology experts and marketing teams and developing a deep understanding of how VisionLink® would benefit the primary and secondary audience, a new truth was identified.

This led to the campaign positioning –

'The Power of Knowing'

Having these clear messages in mind made it much easier to develop a globally relevant visual concept for advertisements.



Jordan Borders, Caterpillar Senior Marketing Consultant, on The New Truth.

A New Truth® for VisionLink:

**No matter how big
or small your fleet,
discover untapped profit
and performance
with VisionLink.**



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



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The result

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 in 11 countries and 6 languages <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	Global markets saw an outstanding 10-17% uplift in VisionLink usage during the six-month campaign, with ongoing usage uplift of 2% per month.



**The Drum.
Awards**

B2B APAC Silver 2024
B2B US Bronze 2024





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Why it worked

The effectiveness of this campaign stemmed from:

- In-depth customer research
- Thorough understanding of the market and collaboration with stakeholders
- Identifying a 'New Truth' and using this as the foundation for messaging
- Creating assets that could sit across multiple channels and be adapted into multiple languages.



