



Global Construction and Infrastructure (GCI)

Creative platform
for global application





Caterpillar GCI Creative platform

In 2020, Caterpillar's largest global machine division, Global Construction and Infrastructure (GCI), appointed DPR&Co to deliver a global creative platform for new product introductions.

Demonstrates.

- **Ability to deliver global campaigns that are adaptable by region**
- **Strong strategic creative capability**
- **High-level image composition and creation, to support technical and environmental requirements.**

The challenge.

Developing a creative framework to be deployed by a global network of Caterpillar marketing teams and authorised dealerships was a complex and nuanced process.

It was critical to enable every market across the world to promote different machine models and environments, across different languages – without compromising brand integrity – while still delivering a compelling messaging platform. It was also important to develop colour palettes, graphic elements and imagery that would be relevant in any market.

The creative assets needed to reflect Caterpillar's 'customer-first' business philosophy while being technically accurate in every detail.



05 Triple Hero Quarry



Suggested cropping for portrait and landscape formats



06 Dual Hero City



Suggested cropping for portrait and landscape formats



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Our response.

All around the world, Caterpillar machinery is vital to the delivery of life-changing infrastructure projects.

We wanted to reflect the importance of this work in our creative approach.

This set the tone for dramatic imagery – always in typical working situations at various scales and settings.

Combining 3D imagery and photography, a series of product, people and background image templates were developed to form the basis of a global playbook.

Headline and copy treatments were created to cater for limitless formats and language requirements.

Unique graphic elements were also developed to ensure added impact and campaign clarity across regions and languages.

Throughout the campaign development process, DPR&Co worked with the Caterpillar Global Brand team to ensure alignment with corporate brand guidelines.





CAT GCI DESIGN ELEMENTS

DOT PATTERN APPLICATION

The GCI background dot pattern consists of small dots in Cat Yellow. The dot pattern adds texture to a background.

- Use only the provided pattern for consistency.
- The pattern should be used as a layer over the sky but behind every other element on page.
- Apply gradient feather to fade out pattern around type or equipment.
- Use predominantly in darker areas to ensure visibility.
- Only use the dot pattern as a secondary element. It should not detract from the headline or product.
- The pattern can be added at the top, side or corners of a layout depending on size and format. See right.
- Sizing of the dot pattern should be kept consistent. There should be 10 dots per 4 cm of artwork for A4 or smaller. For larger artwork, increase proportionally.

DOT DEVICE WITHIN CALL OUT BOX

Photo background: The colour of the box is C.74 M.35 Y.0 K.80 at 50% (multiply) opacity. A line is to be used in conjunction with the dot device to highlight the points. The thickness of the line should be .5pt and the dots should be 2mm on a US letter/A4 page.

White background: On white backgrounds, please outline box edge and use dot pattern as a gradient fill.



CAT GCI DESIGN ELEMENTS

DIVIDERS AND POINTERS

- A divider line should be used between headings and subheads/copy, with the dot device at each end of the line.
 - The thickness of the divider line should be 1.6pts for a US letter/A4 application and proportional at other sizes.
 - The height of divider lines is based on the amount of text and should be taller than the subhead/copy height by at least the height of two dot end points.
 - The divider line can also be used as a pointer with radiating circles around the dot, drawing attention to a particular part of the machinery. The first radiating circle is the same width as the divider line, while the second is half the width.
- Note: An alternative to the divider line as a pointer is the use of an icon, as outlined on the ICONS page.

DOT POINTS

The dot device can be used as dot points within the body copy section. They should be the same point size as the body copy, should be left-aligned and in line with the text above.

HEADLINE
HERE

BODY COPY INTRO DOES HERE
Es ne de il grates tupe. The greater allarg more
cusque appetit. Interpellation haurer verteris
non volutatem dolupti repellat. Quis nisi inculpat.
**Call to action goes here and call to
action goes here.**

Size of dots on divider line
is 3 times the width of the
dividing line.



Pointer



THE CHOICE IS YOURS.

NEXT GENERATION CAT® SMALL AND WHEEL EXCAVATORS.

The Next Generation Cat® Small and Wheel Excavator range offers you the most versatile machines to get the job done. The range includes:

- **M320 Wheel Excavator.** Quick, powerful and easy to operate, it travels easily on the road between projects.
- **315 GC Excavator.** High performance and outstanding operator comfort at a lower cost per hour.
- **317 Excavator.** A precision machine that delivers amazing performance and leading technology.
- **317 GC Excavator.** Powerful and adaptable, it can be easily transported on a trailer behind your truck.

To find out more, talk to your local Cat dealer or visit [cat.com](#)

CAT
LET'S DO THE WORK.

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A4 Press

THE CHOICE IS YOURS. **HELP ME CHOOSE**

NEXT GEN CAT® SMALL & WHEEL EXCAVATORS

DIGITAL - LEADERBOARD static (728x90)

THE CHOICE IS YOURS.

NEXT GEN CAT® SMALL & WHEEL EXCAVATORS

M320 | 315 GC | 317 | 317 GC

HELP ME CHOOSE

CAT

DIGITAL - HALF PAGE static (300x600)

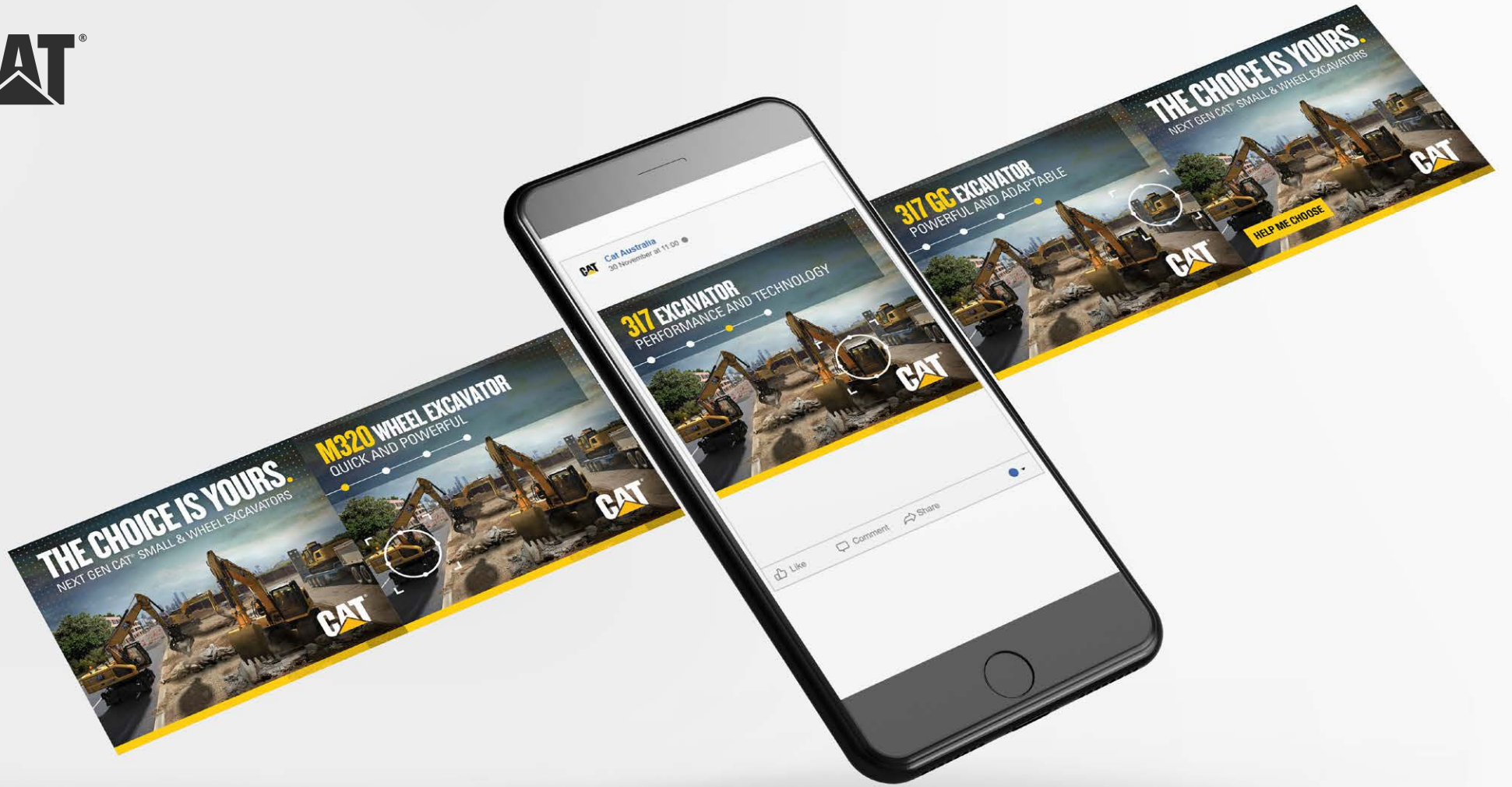
THE CHOICE IS YOURS.

NEXT GENERATION CAT® SMALL & WHEEL EXCAVATORS

HELP ME CHOOSE

CAT

DIGITAL - MREC static (300x250)





Caterpillar GCI Creative platform

The result.

A fresh and high impact creative platform that provides flexibility and adaptability across global applications.

The campaign has been well received by all stakeholders, including the Caterpillar team and the Cat dealer network. It currently underpins GCI campaign roll outs across the globe.

Client	Caterpillar
Product	GCI branding and positioning campaign
Audience	Procurement decision makers in heavy construction, quarry, roads and paving industries.
Channels	Digital, social, print, collateral, large format
Deliverables	A comprehensive, integrated brand and campaign playbook together with ongoing new product introduction image and campaign development.
From brief to first delivery	4 months
Performance	Strong uptake by Caterpillar and dealers across multiple global regions including North America, Europe, Asia Pacific

VALUE AND PERFORMANCE.

WE'VE PACKED IT IN.

CAT® GC VIBRATORY SOIL COMPACTORS, PART OF THE GC RANGE.

Outstanding levels of performance and comfort, plus low owning and operating costs.

- Easy to operate, with excellent visibility and auto-vibe function
- Impressive performance in tough applications with gradeability of up to 55%
- 3 years/2000 hours service interval on vibratory system, to maximise uptime and limit maintenance costs
- All models are equipped with Cat Machine Drive Power (MDP) technology, taking the guesswork out of compaction.

The Cat GC range offers everything your business needs to get the job done, at a great price. Plus, get hassle-free maintenance with a Cat Customer Value Agreement.

To find out more about the range of Cat GC Soil Compactors contact your local Cat dealer or visit www.cat.com/scm-gc-au

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