

Caterpillar: Unified Branding for Global Retail Dealers

Situation

New Visual System

Brand: Caterpillar retail dealer.

Impact: 200 independent dealers across 1,800 sites around the globe needed to be unified under a new visual system, funded by a co-operative program.

Timing: After initially approaching the program with internal resources, Caterpillar engaged BrandActive to complete this time-sensitive transition.

Services

Touchpoint Improvement

- Scoping, gap analysis, process improvement, budget development, supplier management, project management and executive reporting
- Managed complexity and addressed the need for control through improved data collection methods and robust reporting capability
- Managed communications with dealers and suppliers to address technical specifications and revise plans based on production capacities, clarify co-op funding rules and approved dealer submissions while monitoring progress.

Solution

Brand Unification across a Global Network of Independent Dealers

Smarter: "When it came to implementation, the core team in Peoria was almost immediately overwhelmed with details and dilemmas. BrandActive was instrumental in laying a foundation for reporting, and data from dealers and suppliers began to flow into a model that would serve as both internal documentation and reports." Martin Gierke, Caterpillar Brand Identity Manager.

Better: At the conclusion of our work, more than 70% of the thousands of locations worldwide, across cultural, geographic and language boundaries, had been converted and the processes were in place for Caterpillar to bring the project to successful completion.



Consistency

Consistent global implementation required specific vendor strategies, standards, prototyping, approvals and more.



Unification

The signage system we ultimately developed enabled dealers to present a unified look while maintaining the equity and affinity of their good name.



Creating Buy-in

We helped Caterpillar create and communicate an incentive program that accelerated adoption of the new visual identity system.