



WORKSITE'S MOST WANTED CAMPAIGN

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CAT[®]

MOST WANTED CAMPAIGN ▶

SIMANTEL AND CATERPILLAR PARTNER TO CHARACTERIZE THE WORKSITE'S "MOST WANTED" CRIMINALS

Every day, Cat® machines are subject to wear and tear, contamination and ultimately costly, unneeded downtime. Caterpillar wanted a way to show they offer solutions to help keep their equipment running strong, even in the worst settings. The goal was to increase engagement with Cat equipment owners and drive traffic to dealers.

BUT HOW?

Simantel and Caterpillar came up with a creative, fun way to make the elements not just a boring pile of rocks or sand, but criminals with character. Take Sand, an abrasive, sneaky element who finds his way into places he shouldn't be. Or Mud, an unpleasant puddle of sadness and despair who excels at weighing things down. Gravel is a little guy who flings a constant barrage of small rocks and insults. He's been known to target windshields. Finally, we have Rock. Large, stubborn, arrogant and dismissive. While he claims to be a gentleman, he specializes in obstruction.



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THE UNIQUE CAMPAIGN CONSISTED OF FIVE TOTAL VIDEOS



[Stop Crimes Against Your Bottom Line](#)



[Meet Sand](#)



[Meet Mud](#)



[Meet Gravel](#)



[Meet Rock](#)

SEE THE FULL VIDEO SERIES:

https://www.cat.com/en_US/campaigns/awareness/most-wanted.html

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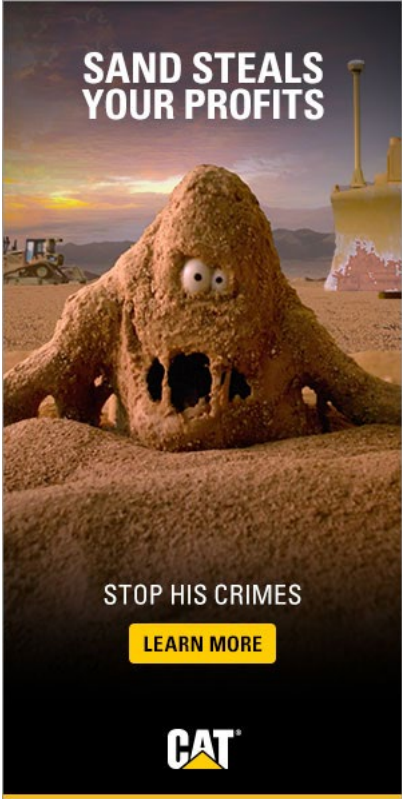
MOST WANTED CAMPAIGN ▶

BRINGING THE CHARACTERS TO LIFE



SEE BEHIND THE SCENES:
<https://youtu.be/l4Qtwk2TENY>

PROMOTIONAL MATERIALS ▶



THE RESULTS ▶



HOW'D WE DO?

This campaign used these characters to show how the full line of genuine Cat parts offer extended wear life and reduced maintenance. Helping owners and operators stand up to “the elements that want to steal profits.”

The character creative across product lines and target audiences has shown a 2.5X increase in CTR when compared to the historic media benchmarks for the participating client business units.

ABOUT THE COMPANIES ▶

CATERPILLAR, INC.

Caterpillar Inc. is a Global Fortune 100 corporation and the world's leading manufacturer of construction and mining equipment, diesel and natural gas engines, industrial gas turbines and diesel-electric locomotives.

SIMANTEL

Simantel is a full-service marketing firm with 40 years of experience in the industrial industry. Simantel crafts engaging, positive experiences at every point in the industrial consumer journey for B2B brands in construction, manufacturing, agriculture and more.