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**CAT**®

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BY

**CC**

*China*  
CREATIVE CAPITAL



Case Study:  
**CATERPILLAR**  
**X**  
**CREATIVE CAPITAL**

**BEFORE**



**AFTER**

**BEFORE**



**AFTER**



# WELCOME

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**04** — CHALLENGES & STRATEGIES

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**CAT**<sup>®</sup>

# SUMMARY



Caterpillar is the worldwide largest construction equipment manufacturer of about 20 brands offering machines, engines, components, services and solutions to meet the needs of various industries and customers. In 2018, Caterpillar was ranked #65 on the US Fortune 500 and #238 on the Global Fortune 500. Our client is the line of clothing and workwear boots licensed and marketed by the company under its name of Caterpillar/CAT.

In 2009, CAT opened its first independent shoe store in China and within a decade, CAT has developed over 400 retail stores throughout the country. However, CAT felt that the

current marketing strategy in China had still been limited to the product itself, instead of indeed brand building.

CC's mission is to fully communicate the brand value of CAT that has been passing on for almost a century: Go Boldly, Earth Movers. To revive this historic American manufacturer brand CC changed the brand from merely selling the products to conveying the brand story to the Chinese audience. By instilling CAT's brand legacy and its industrial DNA into visual and space identity, CC hopes to build CAT as a time-honored industrial brand with a genuine history and heritage; while also an explorer of the future city.

## WE CREATE



1

### RETAIL DESIGN

Our inspiration came from Caterpillar's brand legacy.



2

### GRAPHIC DESIGN

Logo, packaging, Brand book, catalogue etc. In total over 25 items were designed.



3

### BRAND RITUAL

A "brand ritual" is to provide a humanity experience.



## INDUSTRY CONTEXT

# WORKWEAR REVIVAL

From DHL x Supreme collaboration, Schott NYC bombers jacket, to APC's classic blue collar outfits, workwear is the most innovative narrative in the mens'wear industry.

CC kicked off with a benchmark analysing brands that use the Workwear codes. Shinola's Made in Detroit, Palladium boots "Engineered for city terrain" claim, we quickly strategized ways to innovate this category while reusing heritage codes from

CAT's rich history.

Bringing brands like Dickies and Carhartt to the fashion crowd, the market has become inundated with a wide range of practical, durable clothing from work trousers to denim overalls getting contemporary overhauls. Even though workwear brands are among the most reliable out there, they're often what people struggle with the most when styling. Famous for their durability, they're not historically

associated with style or appearance, but in recent years they've begun to find a place on the backs of super stylish men. Brands like Dickies and Carhartt have been providing American labours with clothing that kept them coming back for years. While we're sure that you're sold on the heritage and quality of these types brands, you're probably wondering how you're going to incorporate them into your own wardrobe.

***“the creative class from the millennial generation.”***



**ODE TO  
THE MAKERS**

**WORKWEAR BRANDS EMBRACE STREETWEAR  
CODES TO ADDRESS THE CREATIVE CLASS.**



## CHALLENGES

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Though Caterpillar is one of the worldwide leading brands of outdoor products, it was not the brand that the most Chinese audience first think of when it comes to work boots. The 100-year story of Caterpillar had remained rarely known by Chinese consumers. How could we convey CAT's brand story and credibility to the Chinese target consumers today? What techniques should we use to revive the iconic design elements of Caterpillar to raise the brand awareness? These were questions CC's revival project of CAT needed to answer.







## STRATEGY

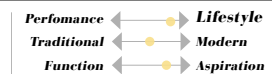
To address Chinese "Earthmovers", CAT needed to innovate the workwear narrative by borrowing codes from the streetwear category. Less functional more aspirational, less industrial more urban, CAT positions itself as an authentic brand ready for forward changes.

# WORKWEAR x STREETWEAR



### "MADE IN DETROIT"

We are not a watch brand, but a design brand. It's more about manufacturing, factories and what makes sense for the brand. No one understands the brand until they come to Detroit and see the factory and meet the people.



### "ENGINEERED FOR CITY TERRAIN"

Most fashion brands began as just that—fashion brands. Not Palladium. They started as a company that created aircraft tires during the beginning stages of the flight industry. Worn by volcanologist, the brand is about Exploration.



### "THE AMERICAN ORIGINAL"

Since the jacket was first produced back in 1928, Schott NYC's Perfecto jacket has become one of the most recognizable leather jackets in the world. The piece became popular among America's motorbike culture, before also being adopted by everyone from including military and Rock 'N' Roll fans.



### "WORK IN PROGRESS"

The Iconic American Workwear Brand Expands Its Reach by Challenging Traditional Notions of Work. Carhartt has attempted to harness the maker movement's energy by aligning its brand with *"the creative class from the millennial generation."*



# CONCEPT

## THE FUTURE CITY

Inspired by modern sportswear aesthetics, the CAT smart city experience place the city as the territory. Fast, vibrant, sophisticated-graphics contrasts new urban sleek materials.



# VI DESIGN

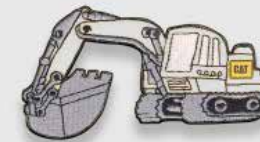


SHOPPING BAG



PRICE TAG

# VI DESIGN



# MOVING EARTH FORWARD



# OUR STORY

## OVER 130 YEARS AGO



G.A. Krause created a boot company founded on his beliefs that great things are not only possible, but in fact achievable when dedication and determination lead the way. Creating an innovative method of processing horsehide to make it soft and pliable to equip the wearer with comfortable and durable boots like no other company could. Crafting boots and shoes that would endure generations. Since then, our unprecedented journey has produced over a 100 million pairs a year.

## IN 1925

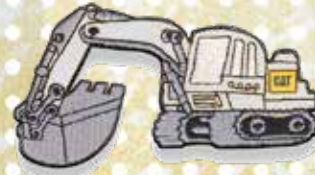
When Benjamin Holt of Holt Manufacturing signed a deal with C.L. Best of C.L. Best Tractor Company, merging the two companies into a single powerhouse, Caterpillar Tractor Co. Suddenly, after years of fierce competition and endless patent races, two of the largest tractor manufacturers in the world joined forces united by the same goal: prove the impossible possible. Together, these inventive minds worked to create earthmoving equipment with the power to transform the world, completely reshaping the construction, farming, and mining industries. And when people didn't think their ambitions were possible, they proved them wrong. Patent after patent, Holt and Best took risks and broke rules, paving the path of progress and building the world as we know it.



Nearly a century later, Caterpillar remains a bedrock of modern machinery and the spirit of these pioneers is stronger than ever. Caterpillar's innovative machines have become a global icon, moving the earth—and ice—on every continent on the planet. At the same time our unprecedented journey has produced a diverse business model that has our boots and shoes in approximately 200 countries and territories around the world.

# YOUR STORY

SINCE  
1925





# RETAIL DESIGN









# WALKING MACHINE



# THANK YOU

# 谢谢



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CREATIVE CAPITAL (SHANGHAI)  
Louis Houdart - Founder & Global Director  
Louis@creativecapital.cc  
+86 138 1706 7930

上海市长宁区 番禺路 381 号 E 座 3 楼  
3F, Block E, No. 381 Panyu Road, Changning District, Shanghai

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