

INTERNATIONAL TRUCK BRAND CAMPAIGN

What if we reminded customers that the truck we're selling was actually their idea in the first place?

In the old-school trucking industry, marketing has been dominated for years by parity messaging and traditional shots of chrome and steel.

To differentiate International Trucks from its competitors, Fathom relied on a research-endorsed insight that the close connection International has to its customers is critical in helping to optimize a customer's business.

And so we introduced a simple yet powerful concept to describe the commitment International has to its customers – a concept called "The Power of ONE." It means working together with customers, dealers, suppliers and stakeholders, taking their feedback and turning it into a marketplace advantage through products, services and solutions.

The campaign delivers a new level of sophistication on the cost of entry in this category – showcasing the chrome – while also elevating the message beyond the typical truck features and benefits to demonstrate how International drives their customer's businesses forward.

The campaign was activated through customer, dealer and employee channels and included: traditional print and online advertising, website, dealer kits, retail signage, direct mail and email templates, brand video, a *Forbes* magazine cover wrap and trade show installations.



ONE

DEMANDS A TRUCK THAT LOOKS AS GOOD ON A SPREADSHEET AS IT DOES ON THE INTERSTATE.

Sure, the International® Lonestar® has classic good looks. But it also features the quietest cab in its class—and at 96 inches wide, one of the roomiest. It even helps you save on fuel, thanks to best-in-class aerodynamics. That's what results when we all work as ONE.



LONESTAR



ONE

DURASTAR

The International DURASTAR™, a medium-duty truck that always gets the job done, is now powered by the all-new MaxxForce™ 7. This 300-hp engine gives you all the horsepower you need in a V8, not to mention up to 3% better fuel economy. It also features MaxxForce Advance EGR, the only no-fuss solution for 2010 emissions.


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