



Making big trucks sexy

Title: Terberg DTS Photography

Challenge: Terberg DTS sell specialist vehicles (tractors and shunters) to the logistics sector, airports and military. If you need something very large moving, then a Terberg vehicle is likely to be what you need. Although successful in the UK, compared to some of their competitors brands such as Volvo or Iveco, their marketing budgets and materials looked like a poor relation. Kinetic were asked to upgrade this image and produce a truer reflection of the quality and innovation of the products they sell.

Solution: After reviewing the market and competitors it became obvious that at the heart of any new identity or creative strategy had to be some stunning new photography. The vehicles were impressive, but we needed to add a bit of glamour and drama. In other words we needed to make them look sexy.

Kinetic established a photographic style, creative brief and commissioned a photographer to produce this new photography that would become the heart of new literature, website and exhibitions. These stunning shots will now become the stars of Terberg's marketing campaign.

“The best design in the world would have been undermined by average photography. We realised this and the client also understood how investing in some great photography would form the heart of their new identity.”