

## Case Study

### ● Client - Clark Tracks Ltd.

Clark Tracks are based in Dumfries and are part of the Gunnebo Industries Group. Clark Tracks manufacture Forestry Machinery Tracks and has a strong reputation for supplying many of the leading forest machine manufacturers worldwide.

### ● Brief

Clark Tracks are committed to investing in the future of track technology and production. They take great pride in supplying every customer with a high quality product, first class sales and after sales service. Their current material was outdated with no brand or style; so Hoggett Creative was commissioned to develop fresh marketing material which reflected their reputation. A key aspect to this project was to produce clear information which would easily translate in to different languages.

### ● Response

Hoggett produced a wide range of flexible material for use by Clark Tracks and also translatable for their world wide distributors. This ranged from Brochures and User Guides through to Exhibition Displays and Clothing.

### ● Result

The new image began with a slight change in their existing logo. The colour of the lines was changed, rather than the word 'CLARK', enabling us to change the colour to suite the machine manufacturer. For example: red for Clark Tracks and green for John Deere customers. The track images were also manipulated to show the tracks in the different colours; this helped visually.

Hoggett established the tag line 'high performance for maximum work life'. This focused their key message on being able to work for longer hours and in the most extreme and demanding terrains.

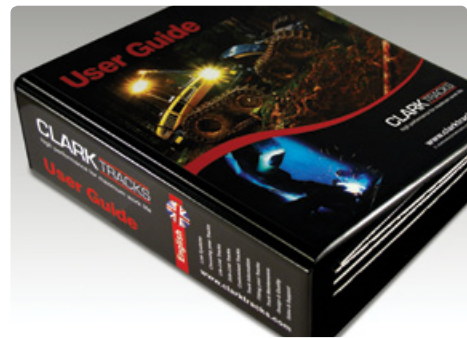
**4 page brochures** – A simple overview of tracks and the key benefit of each design. The final design was developed to be used across 7 different languages. These were digitally printed in small quantities and shipped on demand to the required country.

**User Guide** – Hoggett sourced a custom-made folder for sales representatives and distributors which could be easily expanded. This was also printed on a waterproof and tear resistant stock; it needed to withstand the rugged environment of this industry. We also produced PVC boards to display cut metal sections of track; these were fixed by small, but strong, magnets for ease of inspection and demonstration.

**CLARK TRACKS**  
Original Logo

**CLARK TRACKS**  
high performance for maximum work life  
NEW Logo

**CLARK TRACKS**  
high performance for maximum work life  
John Deere Based Logo



User Guide - Bespoke Folder



User Guide - inner information page



User Guide - sample section page



Multi- Language Product Brochures

**Exhibition Material** – We designed & produced a range of outdoor roller banners for use at trade exhibitions. They were designed and then translated into the required language, produced and shipped to the required countries. Clark Tracks recently took part in a specialist trade exhibition in Italy. Hoggett used its exhibition experience to produce Shell Scheme graphics for both Clark Tracks and OFA Industries. Final artwork was sent for production on-site.

**Apparel** – Designed and sourced logo embroidered high quality black cotton shirts for sales representatives. Now they look as smart as their new material.

## What the client said...

“Clark Tracks Ltd. has enlisted the creative talents of Hoggett Creative over the past year. Based in Dumfries, Clark Tracks has been successfully growing its market share in the supply of forest machine tracks, over 90% of which are exported. To continue our success and grow further, Hoggett Creative has been tasked with a number of projects to enhance our brand image through the design and supply of marketing and technical materials. To date Hoggett Creative has provided fantastic looking marketing brochures (in 7 languages so far), a comprehensive technical guide for the selection and use of Clark Forest Machine Tracks. Based on the quality and attention to details of previous work, we have appointed Hoggett Creative to overhaul and update our website.”

Stewart Kelly - Product Manager, Clark Tracks Ltd.

If you'd like to get your company's image back on track, or simply take it to difficult-to-reach places, we'd be delighted to help you.



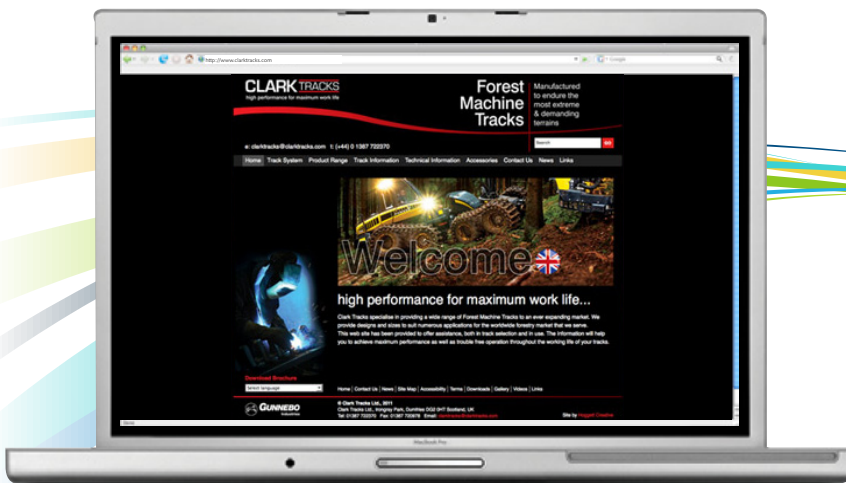
NEW Outdoor Exhibition Roller Banner



Shell Scheme for Trade Exhibition



4 tonne factory photoshoot



Web site visual - online soon