

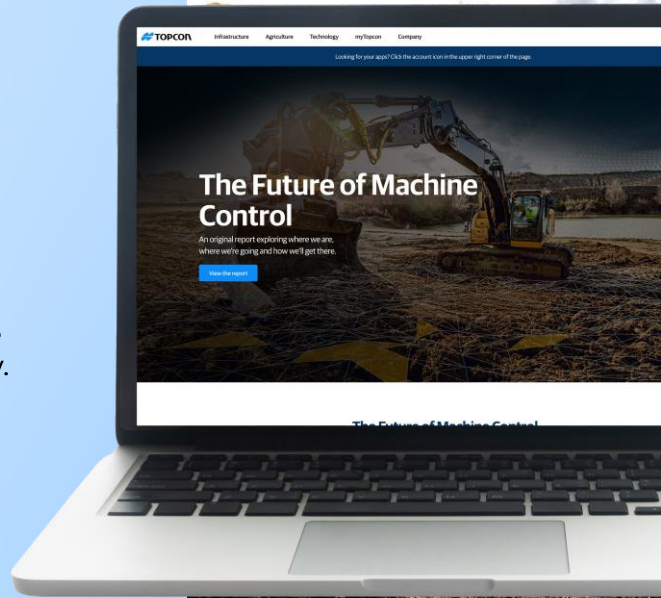
The Future of Machine Control

The problem

Topcon needed to build brand preference to become the supplier of choice for machine control technology.

The solution

Establish Topcon as *the* global authority on construction automation with a first-of-its-kind industry report. The report uncovered the biggest challenges in the sector, positioning machine control as the answer and Topcon as the expert.



30,000+
clicks to view report

Audience recalled seeing Topcon content

10%
Increase in Google searches

43%
more than direct competitor

18%
Increase in share of voice vs competitors

Report used in government briefings to lobby for increased machine control adoption



271k
Video views



But most contractors are using it on **less than 25%** of projects

How can we break barriers to reach **net zero** by 2050?

Find out more in **The Future of Machine Control**
An original report

Report translated into **7** languages for local activation



46
Pieces of media coverage

203
Webinar attendees

"This project has elevated Topcon to a position of authority for all things machine control and automation."
David Bennett
Director of Corporate Communications
Topcon Positioning Systems