

PasswordMarketing



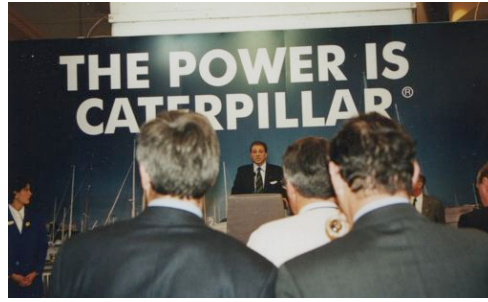
Global leader in construction equipment and power systems, Caterpillar employs some 90,000 people around the world directly, with a further 80,000 employed in its exclusive dealer organisations. Annual turnover is over \$40 billion and the corporation has assets of more than \$70 billion.

Mark Conway was taken on by HRO'C Public Relations Limited to handle all press and PR work for UK Caterpillar dealer Finning Ltd in the early 1990s. Over the next 16 years, the quality of this work not only meant that the Finning account was retained and grown significantly, but that other related clients – Finning customers - also employed his services and those of HRO'C:



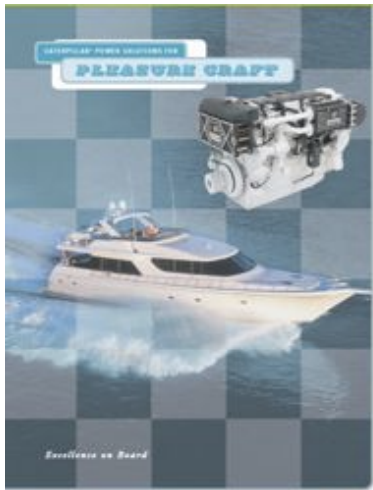
Companies including RJB Mining (now UK Coal, which now owns British Coal), RMC Aggregates (the UK's largest operator of quarries and supplier of building materials to the construction sector), and Caterpillar itself quickly became clients on the strength of the successful, positive and pro-active communications campaigns carried out for Finning Ltd.





Caterpillar's turnover increased from \$12billion to well over \$40 billion in the 12 years in which HRO'C handled it's global communications work.





Literature, newsletter, exhibitions, video displays, presentations and speeches (written by Mark Conway) and a range of above-the-line advertising activity established Caterpillar as a global leader:

