



TRO charts a year of outstanding success

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In the last 12 months we have not lost a single client and have developed additional business from both new and existing clients, winning over £3.5m of new business alone. Despite challenging economic conditions, we predict our 2009 year-end accounts to show continued growth in both gross and net profit levels.

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In the past year we have grown our client roster with 10 new clients: Kraft, BBC, Pink Lady Apples; Shell; Kellogg's; Philips and five government departments including The Home Office, the RAF and DEFRA. Together they have contributed over £3.5 million in turnover. Not only have we not lost a single client during that period, but we have developed additional business with existing clients GSK: Sensodyne and Polygrip; Diageo; DCSF and JTI.

In 2008 TRO joined the international field marketing group CPM, itself owned by the world's largest marketing communications group, Omnicom. Since that time TRO has worked in partnership with CPM UK to develop a unique field-and-experiential-marketing proposition which has struck a chord with both existing and new clients.

TRO Chief Executive Rob Allen explains: "We believe and can demonstrate that there is an especially strong fit between field marketing and experiential. Executed properly this will produce outstanding results for clients by maximising the trade push-in and the consumer pull. This was a key factor in our decision to join CPM".

Today, continued business growth is extending beyond the boundaries of the UK and TRO is becoming a global experiential marketing brand. Projects have already been secured worth £60,000 in the USA and Europe.