

Supporting an International Brand



Terrex Powerscreen is an expert in the design and manufacture of mobile crushing equipment, mobile screening equipment and mobile washing equipment. The company services a global market in the quarrying, mining and recycling industries, with robust and reliable machinery renowned for its ability to increase productivity and efficiency.

In today's economic climate it has never been more important for international organisations like Terrex Powerscreen to maintain a consistent brand and carry a planned, coordinated and sustained message across all its markets. As a result, in 2005, Hamill Bosket Dempsey was commissioned to undertake a brand management review which entailed the following:

- Review all existing sales and marketing collateral
- Propose a design strategy that would enable Powerscreen to communicate with their customers and distributors.

Given the international nature of Powerscreen's work, any new communications needed to work globally across different languages in a range of media – sales literature, web, exhibition, and signage.

Our experience with Powerscreen means we have a good knowledge of the heavy engineering sector, specifically crushed aggregates.

Hamill Bosket Dempsey has experience of creating design solutions that must address and be relevant to customers located through out the world, operating in a diverse range of business sectors, notably quarrying, mining etc.

We developed a clear, concise and simple set of brand guidelines that enabled the client to achieve a consistency and clarity of message and to sustain competitive advantage.

This was managed through a fixed-fee billing agreement that guaranteed the client ease of access to a designer. This ensured that the knowledge gained through the relationship contributed to a design solution which was, and is relevant, and that remained on budget.

The work undertaken by Hamill Bosket Dempsey for Powerscreen has successfully promoted the company's core strengths and helped to further build its position as a global leader in its field. Hamill Bosket Dempsey's brand management solution has proven to be simple, robust and easy to operate.

It has enabled Powerscreen to communicate more coherently and consistently with its markets, and as a result, the company has been successful in building stronger relationships with its dealer network and its customers. Despite the current global economic difficulties, Powerscreen is still number one in its field.