

PRODUCT LAUNCH

OBJECTIVE: Perkins Engines to launch their all-new 13-litre engine.

- ✓ Custom webinar generating 137 highly engaged leads.
- ✓ Created a buzz in the industry - pre-marketing campaigns reached 505,609 impressions.



[Please click here for campaign results.](#)

SPONSORED CONTENT

OBJECTIVE: Creating awareness of Caterpillar's built-in technology.

- ✓ Partnered with an KHL expert journalist to craft a compelling article tailored to their audience.
- ✓ Hosted on Construction Europe website that achieves 30,375 per month.



VIDEOS

OBJECTIVE: KHL's skilled team (videographers, presenters and marketing) to help deliver quality viewable video promotion at live events.

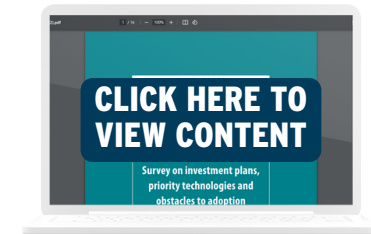
- ✓ CONEXPO-CON/AGG: KHL delivered on average 605,377 impressions per client (Dana, Caterpillar, Volvo Penta, Perkins and Wirtgen Group).



WHITE PAPER

OBJECTIVE: Build trust with Construction Technology's audience and become a thought-leader.

- ✓ KHL's skilled team produced a White paper to demonstrate 'Attitudes to construction technology' that examines the industry's views on investment plans and obstacles to adoption.
- ✓ Generated 527 high-quality leads.



WEBINARS

OBJECTIVE: Cook Compression to be a positioned as a thought-leader in the hydrogen transition.

- ✓ Custom webinar generating 551 highly engaged leads.
- ✓ Pre-marketing campaigns reached 118, 567 impressions.



OBJECTIVE: TopCon Positioning to strengthen brand expertise on machine control.

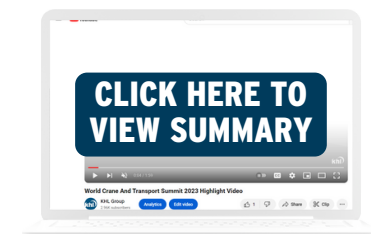
- ✓ Custom webinar generating 203 highly engaged leads.
- ✓ Pre-marketing campaigns reached 211, 261 impressions.



EVENTS

OBJECTIVE: Bring your expertise to life.

- ✓ Hosted by a KHL Content Studio presenter.
- ✓ Includes clients/external experts to validate your message.



START THE CONVERSATION

E-mail: contentstudio@khl.com or, your sales contact.