

80 YEARS YOUNG... AND WITH AN INCREASING GLOBAL FOOTPRINT, WE'RE ALL FASTER, SHARPER, FRESHER AND MORE HIGH TECH THAN EVER BEFORE

This is our story...

1936
A small company was established offering 'salesmen for hire' in FMCG, Pharmaceutical, Government and Utilities

1970s
The 70's brought rapid growth
CPM continues to work on key household brands



1984
CPM moves into the grocery and independent sectors

1989
CPM becomes part of Omnicom

1997
CPM now has offices in France, Sweden, Belgium, Germany, Austria, Switzerland, Italy, Netherlands and Spain

2003
DAS takes over the majority share of CPM Australia

2011
CPM wins Agency of the Year Award for Contact Centre, Experiential and Field Marketing
CPM acquires Unisono and establishes CPM China
CPM opens Asia Pacific office in Singapore
TRO wins Marketing Magazine Awards Agency of the Year
TRO increases their global footprint with an office in Australia
CPM launches a dedicated digital division "Knit"

2015
TRO Madrid opens
CPM Belgium merge with KreaSales forming KreaSalesCPM
TRO wins the IMC Grand Prix, the Drum UK Event Awards Agency of the Year and a Cannes Lions Silver for the Lucozade Sport Conditions Zone
InventaCPM win European IMC Gold Award
CPM Asia Pac have an associate partner in Philippines

2016
CPM launch a new online merchandising tool 'detail'
TRO opens a new office in Italy through a merge with Inventa
KreasalesCPM introduce www.mysalesrep.be

2013
TRO wins UK Experiential Agency of the Year Award
CPM UK win IGD My Manager Award
TRO opens New Delhi office
CPM opens Hong Kong office

2008
CPM wins the UK Agency Award
CPM acquires TRO - the largest Experiential Agency in the UK
CPM scoops a GOLD Award at the annual Field Marketing Magazine Awards
CPM opens office in India

2014
TRO opens Paris, Amsterdam, Barcelona, Sydney and Bangkok offices
CPM Thailand opens
TRO opens 2nd office in Australia (Sydney)
CPM Northern Ireland opens
TRO wins Eventia Awards Agency of the Year

2010
TRO wins Eventia Awards Agency of the Year

2012
CPM UK launches its mystery shopper division, offering clients a holistic approach and aiding CPM in gaining valuable insight to drive the influence of consumers and to deliver sales for its clients
CPM opens Singapore office
TRO wins Field Marketing and Brand Experience Agency Leadership Award
TRO opens an office in China

1940
CPM nears closure due to wartime hardship

1938
The company became known as Counter Product Marketing

1969
"Below the Line Promotions" (BLP) set up to provide an all female team of sales promoters

1986
CPM opens in Ireland

1998
CPM acquires its fourth European Call Centre

1996
CPM opens 2nd office in Australia (Sydney)

1994
CPM Melbourne office opened

1993
CPM continues to grow in Europe with new offices in Belgium and France

1985
Mars win accelerates CPM to the No.1 spot in the UK. CPM has remained No.1 in the UK to the present day

EARLY 1990s
CPM acquires its first Telemarketing Contact Centre in Newbury

2009
CPM launches an automotive division
CPM scoops Field Marketing Agency of the Year award at the annual Field Marketing Magazine Awards
TRO wins Experiential Agency of the Year & Campaign of the Decade
CPM launches a.i.r., a specialist shopper marketing division
CPM continues to increase global footprint with offices opened in the USA and Vietnam
TRO opens Frankfurt office

2004
CPM sets up strategic alliance with Stein to increase its German footprint
CPM Barcelona Contact Centre opens as an EMEA multi-lingual hub

