

CHICAGO, Sept. 23, 2013 /PRNewswire/ -- Frequency540 (FQ540), an independent Chicago-based agency, has been selected by the Caterpillar Foundation to lead the foundation's social innovation strategy and development and communications.

FQ540's team, led by Andrew Swinand, Charlie Stone, David Friedman, Kelly Twohig and Dominic Lee, will help lead the charge on brand films and key cause-marketing engagements. The partnership is designed to demonstrate the collective impact of the Caterpillar Foundation's multi-million dollar efforts to alleviate poverty worldwide through programs that educate girls and women in the areas of education, economic opportunity and the environment.

Additionally, independent data and analytics firm Cardinal Path – a fellow Abundant Venture Partners' portfolio company – will be partnering with Frequency540 to inform creative strategy and content evaluation through precise data analysis including SEO consultancy and advanced analytics support.

"We are very excited to partner with such an esteemed company as Caterpillar on behalf of their foundation," said Andrew Swinand, CEO, Frequency540. "There has never been a more critical time for foundations to leverage the endless amount of data across all channels to inform their marketing approach and creative strategy; every dollar needs to count."

"We were impressed with FQ540's unique positioning in the marketplace as a creative agency dedicated to helping our strategy develop and grow – ultimately, increasing our brand reputation," said Michele Sullivan, Caterpillar Foundation President. "We're looking forward to telling the story of the Caterpillar Foundation and helping create real change in the world throughout this process."

FREQUENCY540 Headquartered in Chicago, Illinois, Frequency540 (FQ540) is an independent agency, part of the Abundant Venture Partners portfolio. Since 2012, FQ540 has been helping brands be optimally seen by understanding consumers' passions through

behavioral analytics, by discovering and defining a brand's true purpose, by telling stories through compelling owned content, and by accelerating ideas to create social change. FQ540 aligns a brand's Purpose, Passion, and Product to create prosperity for all. Named for a frequency of 540 hertz – the optimal to be seen by the human eye – FQ540 strives to create an optimal environment for our people and partners to thrive. For more information, visit: <http://www.fq540.com/>

CATERPILLAR FOUNDATION Caterpillar Inc. supports the philanthropic efforts of the Caterpillar Foundation. Founded in 1952, the Caterpillar Foundation has contributed more than \$550 million to help make sustainable progress possible around the world by providing program support in the areas of environmental sustainability, access to education and basic human needs. To learn more, please visit: www.caterpillar.com/Foundation

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