



## CASE STUDY: **NATIXIS**

In 2005 Moorgate Group was employed by the then Natexis Banques Populaires to generate a London presence for the bank. This meant communicating the successes and expertise of both the London units to the media generally, and selected Paris teams to the London (and English language) media. We took a knowledge-led approach that focussed on propagating the expertise of the bank on a unit by unit basis. This meant producing over 15 Positioning Papers to outline the objectives, target audiences and messages of each unit we were to represent and to generate strategies and tactics that would take each unit towards their communications objectives and their required visibility levels in their particular market.

Some units had a basic need. For instance the project finance area was frustrated at the fact strong MLA deal flow was not translating into league table positions and deal of the year awards in the project finance press. We took control of the global league table declaration process and they are now consistently reported as a top-10 arranger of EMEA project finance. Others had more complex needs - perhaps trying to express their strong client base with exceptional names while retaining subtlety and panache. We executed a series of client-focus articles that involved interviewing client treasurers and CFOs and writing about their treasury and long-term financing issues. The resultant articles were published in the name of Natixis' clients and, of course, involved a focus on Natixis-driven solutions.

By “executing articles” we mean that Moorgate undertook all the writing for the articles, as well as the placement in the target media. Indeed, a key focus of the various campaigns has been copy-writing – whether it be commentary articles by-lined to the bankers that show-case their expertise, profiles and interviews written and placed in the specialist press, writing advertising and brochure copy, or the writing-up of deals of the year articles having produced pitch books and lobbied editors. In this we helped the bank win over 40 deals of the year in three years, as well as stand-alone awards such as the Best Bank for Metals and Best Trade Bank for Innovation.

Other tactics included the collation and execution of a research-based (metals) quarterly magazine that was sent directly to clients, as well as "sliced and diced" for articles in the specialist press; column writing for the economic research team on areas such as commodity price outlooks and the ABS markets; and unit-by-unit relationship building with the key specialist titles and editors - leading to punditry opportunities in the tier one press as well as commentaries and profile writing and placement.

And then there was the news management side. Moorgate created and executed a press relations programme for the loan syndication team that resulted in a significant upswing in coverage for their MLA activities in this area - writing and disseminating press releases that obtained blanket coverage in the targeted media and fielding the daily/weekly enquiries as they came in.