

CASE STUDY: **FALCON TRADE CORPORATION**



Falcon Trade Corporation is a “boutique” trade financier with a turnover approaching US\$1 billion and an established and strong reputation in the Middle East. The company employed Moorgate Group in January 2007 in order to raise its profile with the following audiences:

- Trade finance banks – this was in order to be seen as a leading trade services provider and counterparty and to attract potential recruits to its growing and dynamic business.
- Potential clients in the Middle East – where Falcon had a strong track record – and in Asia, where it was a relatively new player.
- Potential investors – there were no immediate plans for a “value realisation” moment but the company thought it important to raise its profile in preparation for investor-related eventualities someday down the line.

One issue the company faced was the fact that, while keen to raise its profile, some counterparties may view them as competitors if Falcon too aggressively marketed itself. Any campaign would therefore have to tread lightly to certain audiences.

Moorgate created a campaign aimed initially at overhauling the company's external image. The website was rebuilt from scratch, with Moorgate providing the strategic direction and entire content of the site, while bringing in and directing a web design agency. Bearing in mind the need for discretion, we also made elements of the website password protected (which had the added benefit of creating a warm-lead database from those that applied for access by using a very simple onsite registration process). The website was attractive, informative, compelling, well structured and, importantly, communicated the potential solutions for client needs without overtly alerting peers or rivals to the extent and depth of the Falcon offering.

With the website complete, we repeated the process for other elements of collateral, especially a Falcon Trade Corp. brochure that was relevant in all the regions of operation, but adaptable for individual markets or sectors. This was well received by existing and potential clients.

One element of the website was a news page – aimed to show the track-record of Falcon's activities (perhaps for potential future investors). We now set about populating this news page with relevant, message-rich news articles.

Copy generation tactics were all based on the fundamental principles of Moorgate's campaigns – “to follow a critical path to communicate key messages to target audiences”. We focussed first on the company's expansion into Asia – particularly Malaysia and Indonesia – as well as the company's heightened levels of operation (for instance the employment of a sales director and enhancements to the back and middle office). Each press release was backed up with calls and offers of article writing, which were in many cases taken up. We then focussed on winning profile, which included interviews for the Chairman, the CFO and the Dubai office head in *Global Trade Review*, *International Trade Money* and *Trade & Forfeiting Review* (with further interviews planned for 2008).

Yet profile for its own sake was simply noise. What Falcon needed to get across to its audiences was its expertise (while being unable to use case studies or transaction-related news). This was won through two tactics. First, “punditry”, in which we provide editors with the expert opinions of Falcon’s senior management on relevant subjects. Second, commentaries – stating the company’s views on market issues and techniques that are relevant to their clients. These have been placed in both the international product-relevant media, as well as in local market-related business publications (for instance in Malaysia).

Results

Partly as a consequence of Moorgate’s efforts to raise awareness of Falcon’s innovative trade services expertise, Trade & Forfaiting Review awarded the bank, Best Trade Finance Boutique in the publication’s annual awards for excellence in 2007.

“Falcon was a successful company that was continuing to grow and develop and therefore needed the appropriate way to communicate that to our very specific audiences,” says Will Nagle, Falcon’s CEO. “As our first endeavour in this marketplace, we did not want to commit to a large advertising campaign, which would have – anyway – been wrong for communicating our specialist offering. Instead, Moorgate worked to create a profile – both online and in print – both directly to audiences and via the media – that reflected perfectly the values and expertise we were trying to communicate.”