

CASE STUDY: OYAK GROUP



Oyak Group is the largest pension fund and third largest conglomerate in Turkey. As such it is a unique organisation - a pension fund that invests and manages its assets as a private equity fund, as well as an industrial holdings company with the strictest transparency and corporate governance standards of any Turkish enterprise. Oyak Group is keen to communicate these attributes to a wide variety of audiences to meet a range of objectives.

Moorgate has been working for Oyak Group since 2004. A primary aim of the company has been to raise its profile to the London-centred financing community - first for syndicated loans, but then with an eye to bond market issuance. Moorgate undertook profiling of the company and its American-educated senior management - winning extensive positive coverage in the Financial Times, Euromoney and Global Finance, as well as with the European pensions and private equity press. Steel, logistics, automotive, trade, cement, insurance and banking subsidiaries have all been profiled to meet industry-specific objectives and the Group's challenging acquisition of the privatized Erdemir steel plants media managed. Tactics have included London media days, Turkey media visits, article writing and placement, case studies, press releases and media management.