

CASE STUDY: RISK CAPITAL PARTNERS



Risk Capital Partners is a UK private equity fund and member of the BVCA - raising over £1.9 billion in capital since 2001. The fund invests in the entrepreneurial opportunities sourced by their investors - principally the chairman Luke Johnson. The fund's communications needs are for appropriate coverage of both acquisitions and sales - as well as the fund itself. This means strong, positive exposure that displays both panache (the fund focuses on sectors such as restaurants that attract mainstream interest) and gravitas.

The September 2006 acquisition of Patisserie Valerie by Risk Capital Partners is a classic example of Moorgate's work for the fund. Despite being a small deal by the standard of current private equity activity, we managed to win extensive and positive coverage in The Times, Daily Telegraph, The Guardian, Daily Express, Daily Mirror, Daily Mail and The Independent. The Independent also wrote a double-page feature on the transaction, as well as Luke Johnson's role as a leading London restaurateur, and the Financial Times thought the story worthy of a feature in the FT Weekend. Such broad coverage targeted the key audience of entrepreneurs looking for MBO or MBI type investment or money-out funding. The second important target market - the private equity community - were informed through Moorgate-organised coverage in Acquisitions Monthly, Real Deals and Unquote. Finally, Luke himself was interviewed for the cover story of Real Business magazine - allowing him to highlight the fund's investment strategy, ethos and successes.