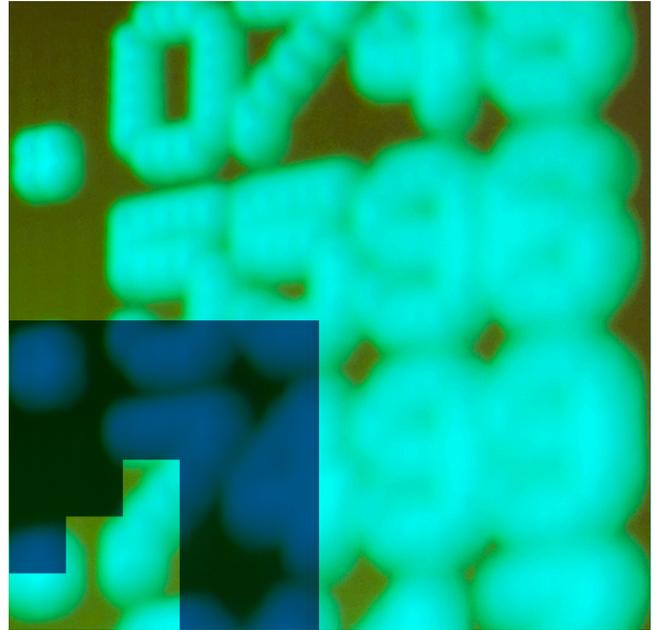


# Financial & Professional Services



## **COMMUNICATING STRATEGICALLY, GENERATING A RETURN ON INVESTMENT**

Regulation. Industry complexity. Economic uncertainty. These are a few of the daunting challenges facing the financial and professional services sector – challenges that can erode confidence and credibility in capital markets and the trust of customers and investors.

The historical ways of doing business – relying on sheer size and political clout – no longer apply. To succeed in today's environment, organizations must adapt. FleishmanHillard's global financial and professional services team helps organizations achieve this by evolving their thinking, whether it's to strengthen reputation, advance policy or connect with the wide range of audiences that influence a company's success.

*We've provided these and other services to the industry's diverse organizations, such as:*

- *Asset managers*
- *Sovereign wealth funds*
- *Credit rating agencies*
- *Trustees and clearing houses*
- *Securities firms and broker/dealers*
- *Investment and commercial banks*
- *Financial restructuring consultants*
- *Private equity and VC firms*
- *Trade and professional associations*
- *Commodities brokers and traders*
- *Payments and card providers*
- *Insurance companies*

## SPECIALTIES

Our specialists, supported by our global practices and third-party offerings such as CFA's Claritas program, provide the wide range of communications services today's brands need. We also specialize in the areas unique to the world of finance and investing, including:

- Positioning a company's investment strategies with investors and analysts.
- Overseeing the complex steps of an initial public offering, including pre-IPO, listing day and post-IPO.
- Handling institutional B2B communications, promoting services and products to other organizations.
- Communicating insurance products, annuities and other retail offerings to individuals.

### OUR VERTICALS

Banking

Brokerage

Education/private

Financial data services

Life and health insurance

Payment services/credit cards

Private equity

Property and casualty insurance

## HOW WE WORK

Across the globe, our experts work closely together to solve the business needs of the diverse organizations within the financial and professional services sector. So in addition to providing support in the areas of brand marketing, crisis communications, reputation management, digital and social, research, and strategic integration, our team brings deep expertise in:

### Positioning

Whether it's overall corporate or B2B positioning, a product launch or a consumer message, FleishmanHillard helps companies develop a market position and message that connects with stakeholders.

### Media Relations

Staffed by many former journalists from highly regarded outlets such as the Wall Street Journal, CNN, New York Times, Reuters and many others, our experts can help deliver on your goals. Whether you're an established company looking to reposition or a new company looking to launch or tell a story, our team can help you on a local, national or international level.

### Financial Public Affairs

Corporations, associations and nonprofits have public policy goals. Our specialists can help develop grassroots and social media campaigns to engage and influence key consumer constituencies. FleishmanHillard uses research to analyze the political landscape and how it relates to your business objectives and builds relationships with relevant government and nongovernment audiences and organizations.

### Investor Relations

The investor relations (IR) team is composed of experts with knowledge of the global capital markets, as well as an ability to effectively communicate a company's investment thesis and results. With clarity and appropriate transparency, we help clients manage the dialogue across the financial reporting calendar and with investors at every stage of engagement.

### Mergers & Acquisitions

Before, during and after M&A activity, tell your story to your various stakeholders – investors, policymakers, employees, customers and communities. FleishmanHillard's global network provides end-to-end transactions communications support, including traditional and online media, scenario planning, tailored messaging, media and presentation training, reaction monitoring, media coverage analysis, and milestone tracking for post-merger marketing.

