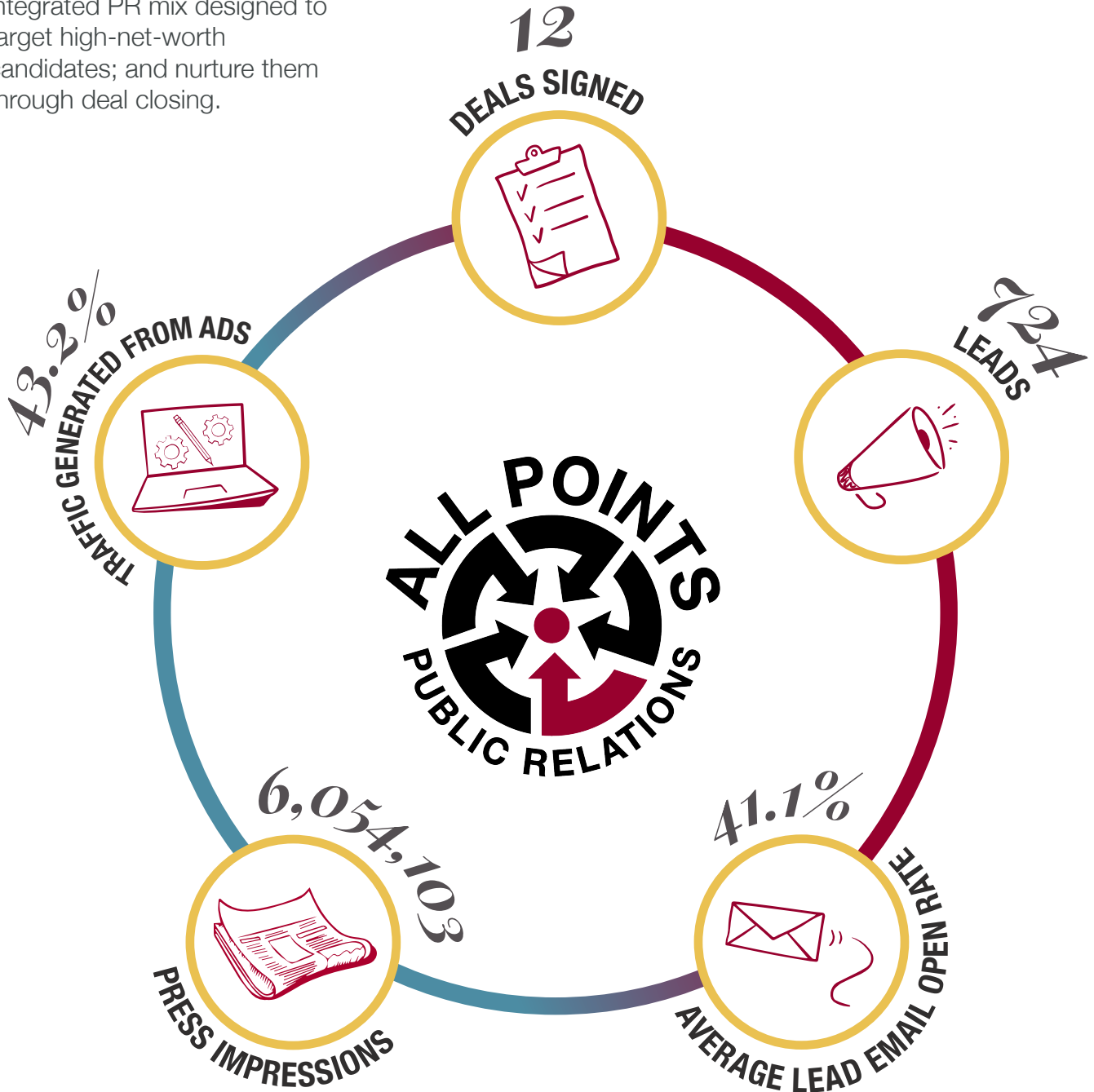




# CASE STUDY

## NINE-MONTH INTEGRATED PR APPROACH

**Objective:** To deploy a strategic integrated PR mix designed to target high-net-worth candidates; and nurture them through deal closing.



### THE POINT



STRENGTHENED  
SHARE OF VOICE



STRATEGIC LEAD  
COMMUNICATION



IMPROVED  
LEAD QUALITY