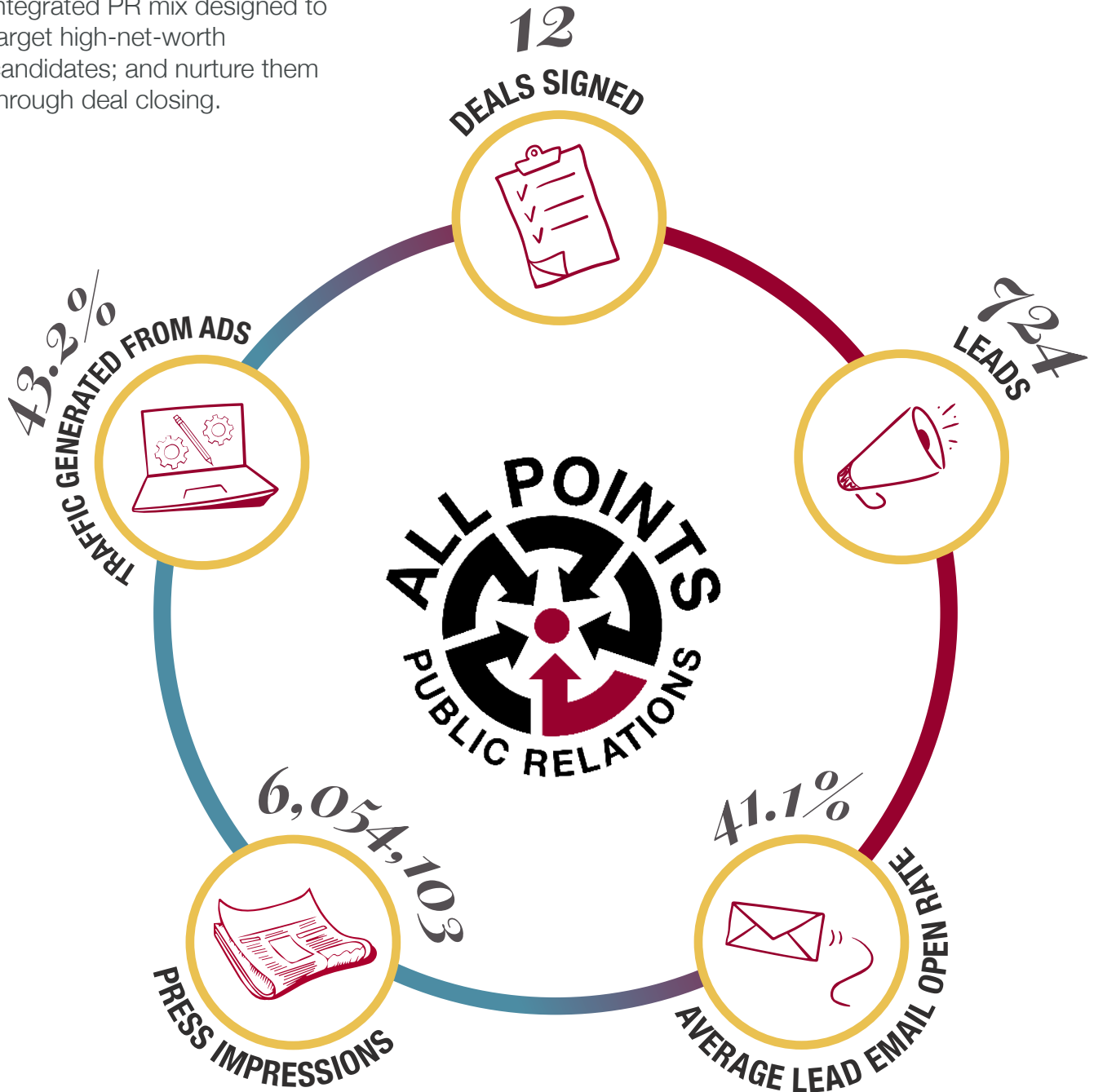




CASE STUDY

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