



# Creative Solutions: A powerful platform to engage IFAs

## The Challenge

A large asset management company has a UK equity team that has been managing funds for 10-15 years, but it has faced a number of challenges:

- It is in a space that's bustling with huge, established competitors.
- Historically, this asset manager has not been associated with UK equity investing.
- The company has a more targeted approach, to its marketing investment.

## The Brief

This asset manager needed a proposition that:

- Would meet its objectives to build awareness of the their UK equity offering among financial advisers
- Was metrics driven to allow campaign tracking
- Targeted financial advisers in the easiest way possible and with content relevant to everyone from IFAs to wholesale discretionary fund managers
- Had longevity and growth potential: a project lasting *at least* 6-12 months

## The Solution

The UK Edge: an online community aimed at financial professionals with content provided by Money Marketing, Fund Strategy and the asset manager's fund managers and strategists.

The UK Edge launched on 1 June 2016 and is a news hub and social networking platform: a one stop shop for financial advisers to find the latest news, videos, panel debates and expert opinion from three different voices on the latest issues affecting UK equity like behavioural finance and Brexit. More importantly, it's a community, a place where advisers can engage with peers and experts and get involved in the UK equity conversation.

Branded red, white and blue to mirror the colours of the Union Jack, The UK Edge has been designed to build the asset manager's UK equity brand and drive its profile as a thought leader in the UK space without any hard sell, adverts or unnecessary self-promotion.

Centaur has worked closely with the marketing team at this asset management company to launch The UK Edge, including an extensive online digital presence across Money Marketing and Fund Strategy and emails to its database of financial advisers.

## The Results

In just 3 weeks of the campaign going live, the results look very positive:

- Over 5,000 unique visitors to the website
- Around 22,000 page views achieved
- The first video published had nearly 450 views
- 21% open rate achieved on the first campaign email

