



GOODBYE 2016
HELLO

2017

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The Marketing Trends to watch in the coming year



The **Marketing Trends** to watch in the coming Year

2016 has been a year of change, growth and opportunity – both for our clients and here at ditto. This document reviews insight and observations from the last 12 months, presents selected client engagements; and offers projections for what 2017 may have in store.

We were privileged with a roster of exceptional clients in 2016 – working with them drove us to always innovate and stay ahead of the curve. We outline some of the trends we saw last year, from persona-based content marketing to the growing demand for video and animation.

We also review ditto's work with Thomson Reuters' IP & Science Division (now Clarivate Analytics), DP World and Kx – how we developed Content, Channels and Campaigns that enabled them to meet and exceed their objectives.

Drawing on our own observations and industry analysis, we then present Key Considerations to bear in mind for 2017, across Content, Campaigns, and Management & Analysis.

We would love the chance to learn more about your business – please get in touch to discuss any of the ideas or techniques outlined below.

Mike Wilson

Founder and Creative Director

ditto – where great ideas come to life

2016 in review



EDM campaign driving leads to Hubspot landing page. Persona-based messaging and strong creative encouraged existing clients to refer 1E's enterprise efficiency and automation solutions to colleagues so they could realise significant savings.



Media negotiation and analytics. UK and Italian trade publication campaigns with new brand and logo central to design. Launched first ever non-LSE UK indices product. Developed Bats' first animation for Periodic Auction offering.



Strategy, design and build of Community Hub website for London Gateway's Logistics Park. Serving employees, tenants and visitors to Europe's largest deep water port with live traffic, news and weather updates, useful information, introductory video and Rules & Regs animation.



Messaging, design and site refresh following updates to FSL's offerings, including an Offshore Reporting Fund tax calculation service, Tax Data Analysis, and the launch of a new Testing Service in partnership with Acutest.



Messaging development, scriptwriting and 3D animation production for a new company video, the central component to Highlight's sales and marketing expansion beyond the UK market into Europe and Asia.



Event support, filming of panel discussions and interviewing key speakers and attendees at Expand London, the city's leading careers fair, skills exhibition and networking event.



Messaging; web strategy, design and build; content templates; and new corporate video bringing Kx's brand together with parent First Derivatives following corporate action. Physical-to-digital campaign supporting Kx at the Intel Discovery Zone at SC16 – QR codes driving traffic to dedicated landing page.



Developed messaging, web design, build, video production and pitchbook for this NewCo launch, offering the financial markets the ability to mutually reduce systemic counterparty risk without compromising trade data privacy.



Messaging, script development and animation production for the company's launch as well as their mobile advertising optimisation offering: mporium IMPACT. Tailored persona-based messaging hit key drivers for both agencies and brands.



Strategy, production and launch of London-based Securities panel discussion on market trends, drivers and regulation, also rolled out in Hong Kong. Interviewed speakers from BlackRock, Goldman Sachs, J.P. Morgan and Liquidnet for follow-up document, maximising the thought leadership opportunity.



LinkedIn campaigns for Cortellis, KPA and Thomson Innovation product lines driving traffic to dedicated landing pages. Hosting, maintenance, and support for www.PRDCcommunity.com, the go-to resource for the Pricing & Reference Data community since 2009.



Messaging, scripting, creative theme and 3D animation for company video. Strategy, content development, creative theme and production of 'The A-Z of the Digital Journey', TORI's first ever webinar and launch of strategic partnership between the Design practice and Accion Labs.



2016 lessons learnt

In 2016 we worked with exciting entrepreneurs and innovators across the Finance, Technology and Media sectors: keeping them ahead of the curve.

- 2016 saw continued growth in the FinTech sector. ditto launched several NewCos, developing messaging, branding, websites, collateral and videos
- Some established clients' acquisitions and corporate actions required the bringing together and refreshing of messaging, marketing material and channels into a new singular vision
- A common theme across our work was the market-wide adoption of persona-driven content marketing. Campaigns that combined this messaging with clear call-to-actions and eye-catching creative realisation were all successful. These multi-channel 'ecosystems' drove consistency across every asset for each campaign – multiple routes to reach the audience across digital and print, online and offline
- We saw demand grow across the year for the power and reach of video. Animation in particular is a rich and flexible method for producing company-level corporate videos, that can also be divided into shorter, targeted social media assets.
- Email Marketing remained a powerful way to engage a market through their inboxes. By offering relevant thought leadership content, or inviting the audience to click through to a mobile-first responsive landing page, we maximised the conversion rate for turning prospects into leads
- Clients continued to choose webinars over hosting physical events. Digital presentations and expert panel discussions are visually rich, cost-effective and measurable. We refined our techniques for making content easy to navigate, while also 'stretching the experience' with briefing documents, polls and surveys – before, during and after the event.

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Client: Thomson Reuters
Type of Work: Product Campaigns
Channels: Digital, Social, Trade Publication

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ditto provided creative support to Clarivate Analytics across 2016 as they transitioned into a new independent entity, having formerly been the Thomson Reuters Intellectual Property & Science division. We developed multi-channel sales and marketing campaigns for the Thomson Innovation, Cortellis Competitive Intelligence, Cortellis Clinical Trial Intelligence, Cortellis Regulatory Intelligence and Key Pathway Advisor offerings.

We produced a strong creative concept, visual approach and persona-specific messaging for each offering. These became a suite of consistent and arresting channel-specific assets across email, banners, landing page and social media.

Panel Insights

Opportunity opened up by regulation

Discussing the viability of a central data storage utility in response to MiFID II, Tony expressed BlackRock's view from the Buy-side: a preference for utilities "doing one thing really, really well." This specialisation, combined with healthy competition, would result in offerings that provide the Buy-side with capabilities they either cannot or will not develop in-house.

In contrast, Risa explained that Goldman Sachs is being "as strategic as possible" – considering their MiFID II obligations in the context of other technology strategies. Nadine reminded us that, in Tony's scenario, "the Sell-side will likely have to plug into multiple utilities, and that comes at a cost." However, it was noted by the panel that the regulatory environment provides opportunity for firms to clean up processes and focus on fixing disparate systems and databases. As Nadine pointed out, though some of the impact of the regulatory requirements is far more onerous for smaller houses and, although utility solutions can be the answer, it is important that they have critical mass in order to maximise investment spend balanced with competitive pressure to retain innovation.

Operations protecting revenue

According to Nadine and Tony, CSDR's nickname of "the forgotten regulation" is well deserved. Operations has a duty "to protect as much of the revenue generated by a mandatory buy-ins or penalties for late / failed settlements. However, David explained that J. P. Morgan had seen "very little fallout" when the market moved to T+2 for Settlement. "The last couple of years have tightened things up from a regulatory perspective. CSDR is a continuation of that."

“OPERATIONS HAS A DUTY TO PROTECT AS MUCH OF THE REVENUE GENERATED BY THE FRONT END AS POSSIBLE”

At Goldman Sachs, according to Risa, the Bank is taking a more pragmatic view: "the hard problem to solve is Settlement – especially in Europe, and especially without T2S." However, rationalising complex infrastructure and improving inventory management should, for Goldmans at least, make things easier.

Collaboration across the Street

As the Operational challenges facing the Securities market continue to evolve, improved collaboration between Buy- and Sell-side firms has to improve. As Tony said: "we are generally only as efficient as our counterparties." From her observations working at Agency Broker Liquidnet, Nadine believes that "the Sell-side has a

“WE ARE STARTING TO SEE UTILITIES WORK TOGETHER AS WELL, WHICH IS A REAL POSITIVE”

“WE ARE GENERALLY ONLY AS EFFICIENT AS OUR COUNTERPARTIES”

responsibility in the education, connection and introduction" between the small Buy-side firms and potential service providers.

At Goldman Sachs, Risa views these relationships "absolutely critical." However, they are not between vendor utility / Buy-side or vendor Sell-side: as Tony explained on the view "we are starting to see utilities work together is a real positive. You could almost see back flow within the utility space."



Client: NEX Traiana

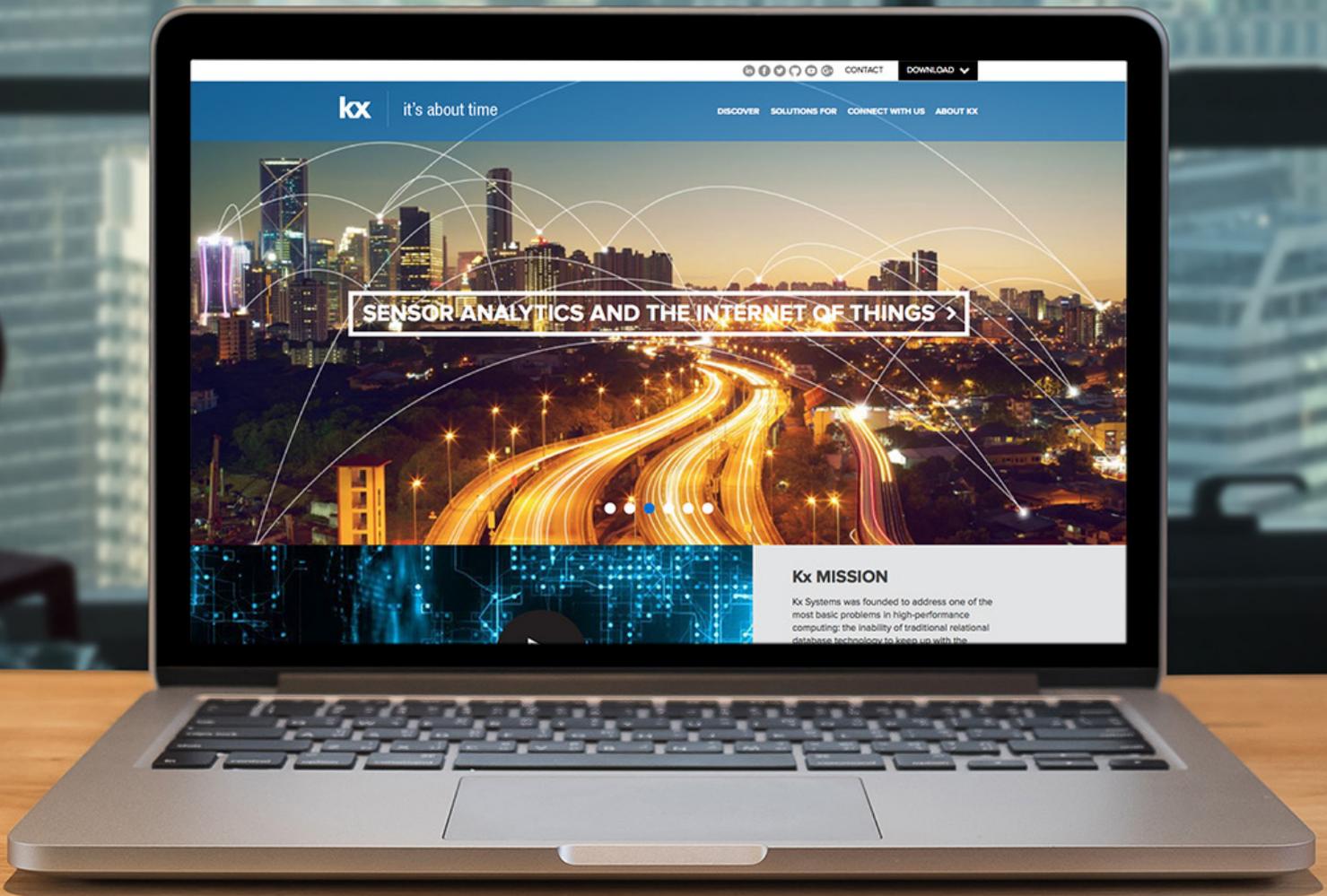
Type of Work: Content Marketing Campaign

Channels: Strategy, Panel Interviews, Content Creation, Physical Event Support, Measurement

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ditto planned, produced and activated a content marketing campaign for Traiana to maximise the value of their annual Securities Briefing panel discussion in London. Traiana selected a panel of experts from across the London Securities industry: BlackRock, Goldman Sachs, J. P. Morgan and Liquidnet. ditto's Head of Editorial then interviewed these speakers on a range of topics and market drivers, in rehearsal for event itself.

We developed this insight into a follow-up report, with comments captured by ditto on the night. This was sent via EDM mailout to the full invitation list, ensuring its reach extended beyond the over 80 market participants who attended in person.



Client: Kx

Type of Work: Rebranding
& Website Refresh

Channels: Digital

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ditto was engaged to bring First Derivatives and Kx together following a corporate action, creating a single refreshed website, unified messaging and sales support collateral for the newly combined entity. The site's structure created user journeys – that can be extended easily as Kx enters verticals such as Utilities, Pharma and High Tech Manufacturing. We produced four templates for downloadable collateral and an animation telling the Kx story – “from chip to cloud.”

We supported Kx Supercomputing Experts at the SC16 'Intel Discovery Zone' in November. QR codes designed into flyers and booths drove exhibition attendees to a dedicated, built-for-mobile landing page. There, they could download reports, learn about Kx technology's analytic capability, contact a member of the team, and navigate into the broader Kx.com website.



2017 considerations

Content, Campaign, Management & Analysis

Content

- Video and animation will be key to firms' Content Marketing investment and efforts across 2017
- Tailoring rich media like video, infographics and banners to the dimensions of specific social channels will improve performance
- Persona-based messaging will require clear understanding of the target audience. Quality is more important than quantity – better to know and address every driver for three personas, than have an incomplete knowledge of ten

Campaign

- Mobile & smart devices will continue to challenge as the primary route to websites and digital content – designs will need to reflect this
- Campaign 'ecosystems' can create communities within an industry or particular persona/audience. As well as providing multiple routes for targets to engage with your message, they can also become a forum for discussion, collaboration and a way to demonstrate thought leadership
- Strategic use of social media will play a large role in distributing content and reaching target audiences where they spend the most time online

Management & Analytics

- Clear collateral management and refreshing processes will be increasingly important as firms' archives and libraries grow across 2017
- Removing repetitions, duplications and out-of-date versions will ensure that users can navigate well-organised and sign-posted collateral, quickly and easily
- Capturing campaign data is no longer enough – organisations that perform detailed analysis, then develop insights and recommendations for refining overall strategy, will be successful in 2017



Conclusion

We're excited to see how 2017 unfolds, and look forward to rising to the challenge of crafting innovative solutions for our clients – built in part with the lessons and insights learned across 2016.

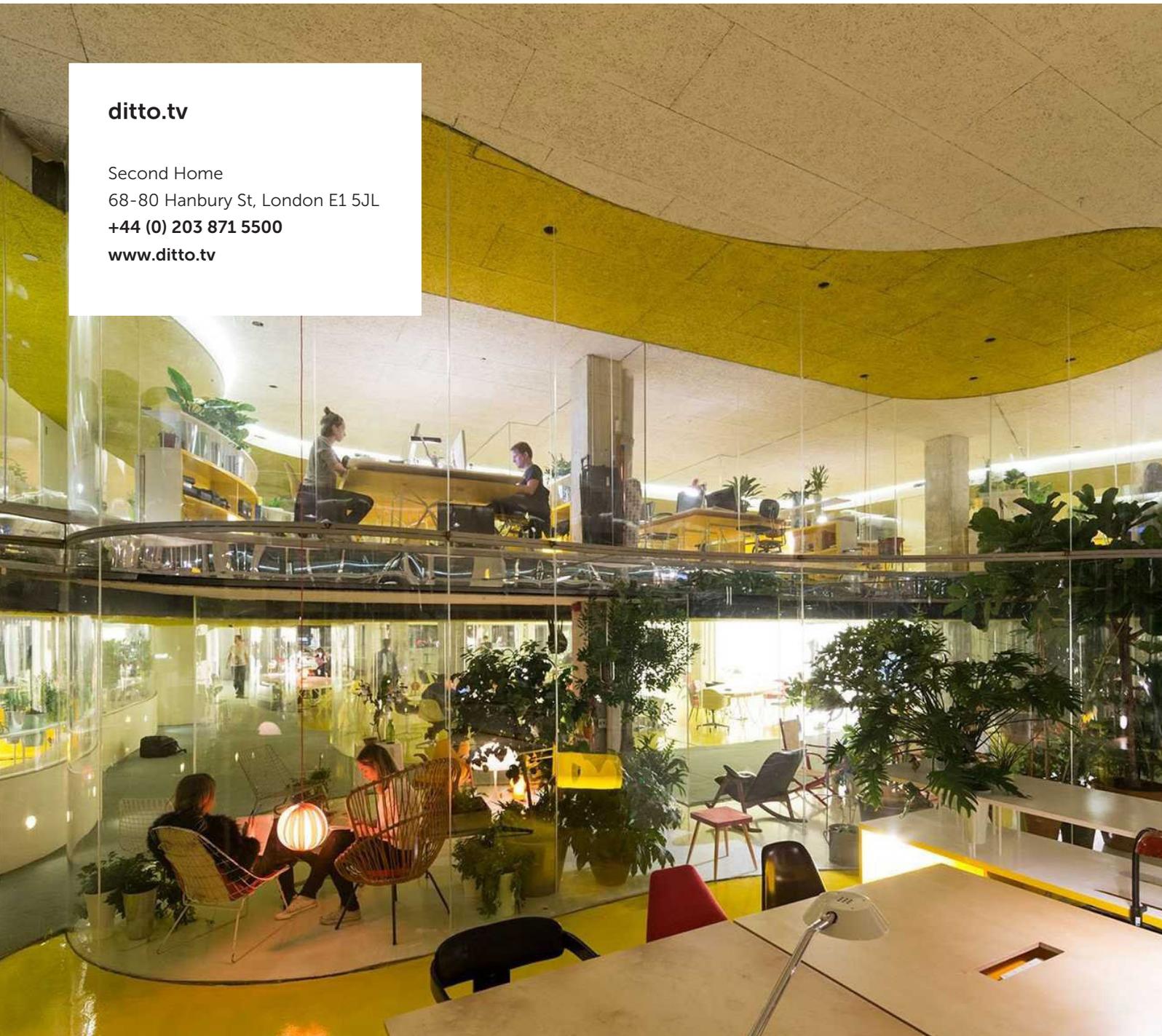
At ditto, we combine our structured methodology with insight, creativity and delivery – resulting in Sales and Marketing campaigns that generate leads and raise brand awareness.

We would be delighted to chat through our work and your objectives – we are here to help.



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Second Home
68-80 Hanbury St, London E1 5JL
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