ditto

where **great ideas** come to life

A selection of our clients,
projects & engagements

2017

www.ditto.tv

Are you making **the most** of your opportunities?

ditto is a B2B creative and communication practice dedicated to Finance and Technology, with unrivalled pedigree, domain expertise and a proven track record of success. We work exclusively within these challenging global sectors, enabling clients to market their offerings, generate leads and grow their business through:

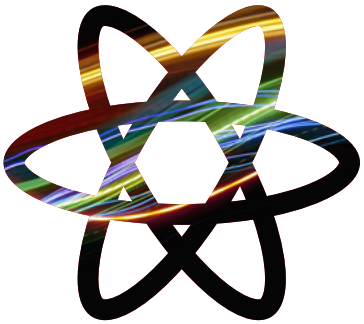
- Messaging and engagement strategies tailored to their channels and objectives
- Cost-effective assets deployed from across content marketing and lead generation through to internal training and client servicing
- Measurement and iteration to ensure each project is scalable, repeatable and transferrable

We specialise in creating content, channels and campaigns that span across all media types: online and offline, digital and print – so clients can engage their target audience with one agency conversation, instead of maintaining multiple relationships.

- Our Editorial team enables clients to articulate their offering consistently across web copy, advertorials, pitch books and thought leadership
- ditto's production specialists then activate this content across the full range of channels: trade press, networks, video, social, web, print and events.

We excel at operating within big-brand guidelines without compromising creativity, and equipping start-ups with their go-to-market strategy, branding and assets.

Just a few of the fantastic clients we're proud to work with...



Our Methodology

From pre-funding start-ups to the world's biggest brands, our structured methodology generates business, growth and opportunity for our clients.

Strategy & Planning

Our experience in the latest marketing and communication techniques develops sales pipeline, generates leads and raises brand awareness.

Copywriting & Messaging

We develop clear and consistent messaging across all media types.

Branding & Design

Our design team produce world-class logos, infographics, websites, corporate videos and event production.

Content & Campaigns

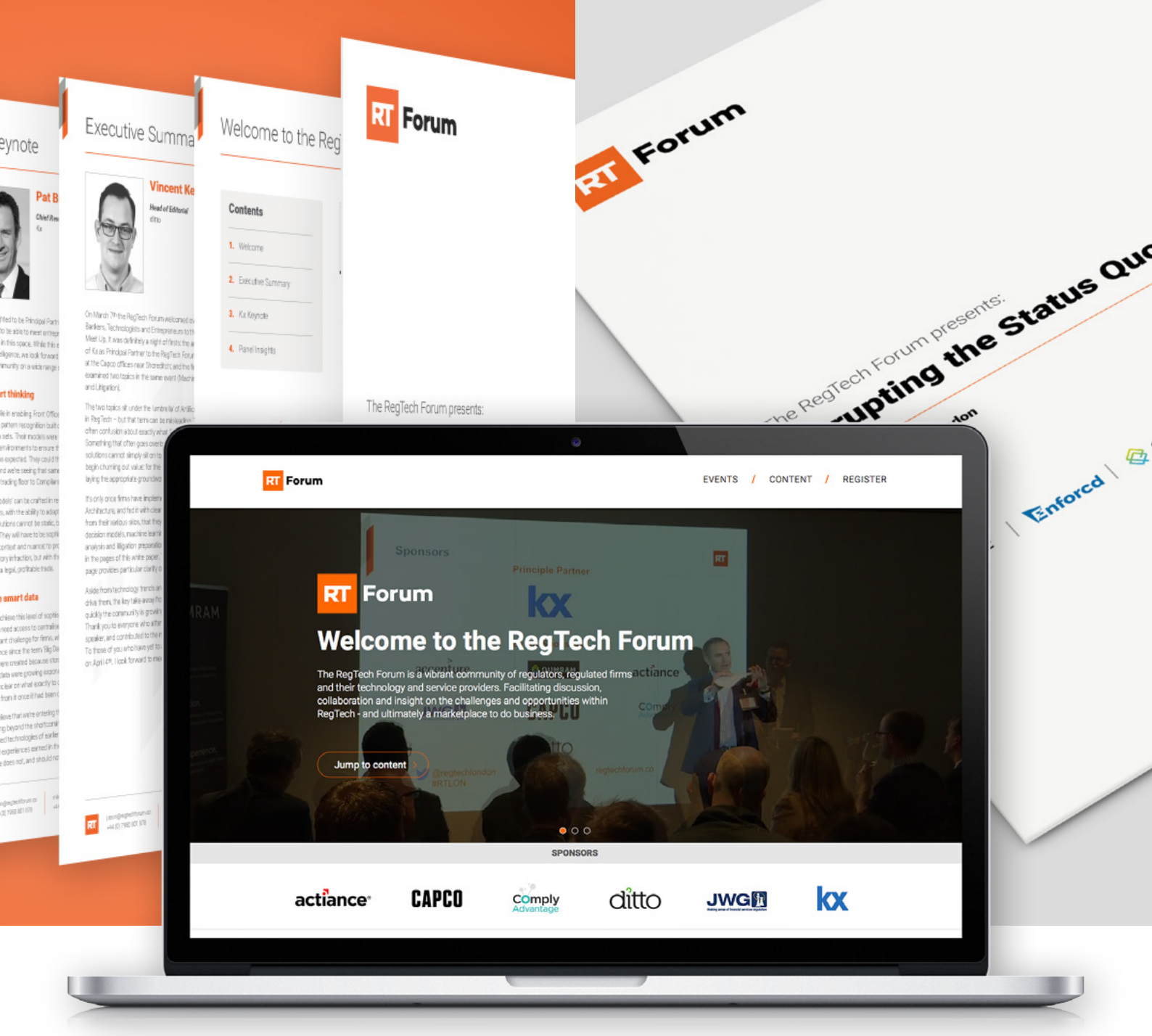
We create content and campaigns – both online and offline – that deliver results.

Measurement & Management

Analysis is central to our work, with performance measured against clearly defined KPIs.

Content

We develop content to fit the channel and tuned to specific target audiences: from C-suite decision makers to end users.



RT Forum

Client:
RegTech Forum

Type of Work:
Branding, Building a Community, Events, White Papers, Moderated Thought Leadership Debates

Channels:
Website, Physical Events, Digital Events

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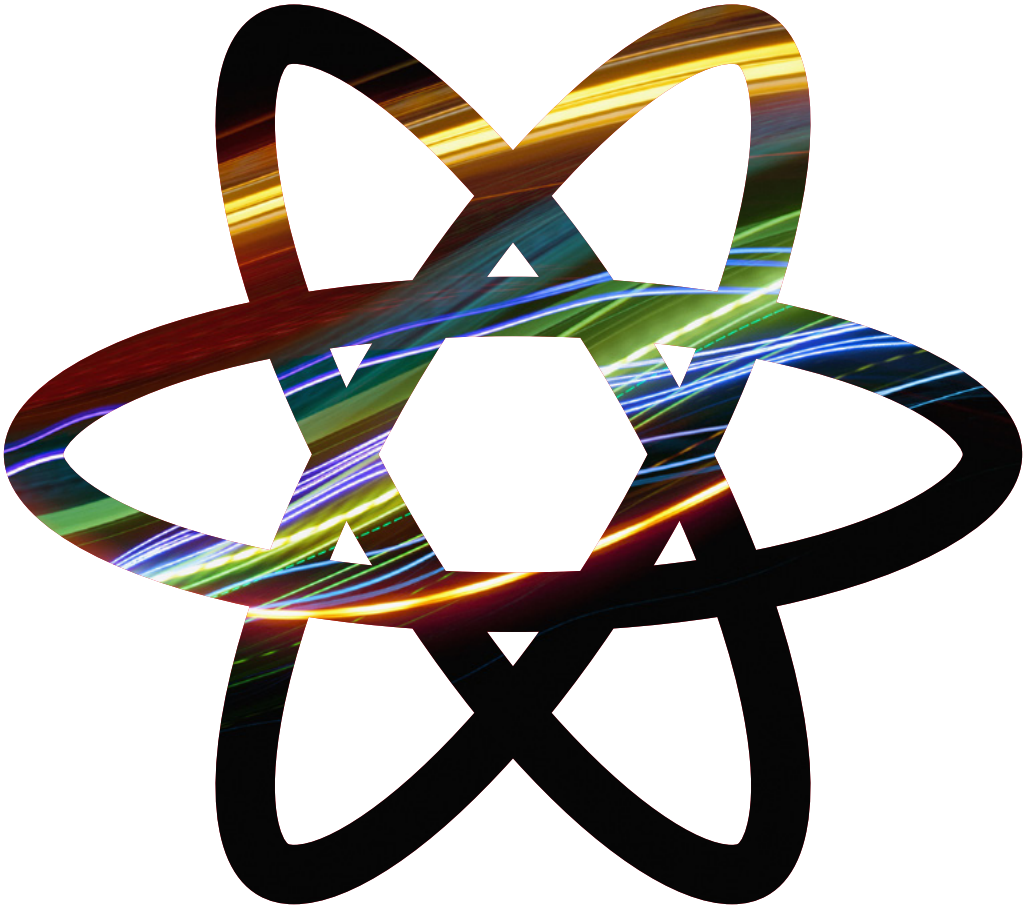
ditto is the PR & Marketing partner to the RegTech Forum – a vibrant community of regulators, regulated firms and their technology and service providers. It's about facilitating discussion, collaboration and insight on the challenges and opportunities within RegTech – and ultimately a marketplace to do business. We branded, named and launched the RegTech Forum with a logo, messaging and a dedicated channel to showcase the ditto-developed white paper reports, videos and webinar recordings. We also provide ongoing event support to the regular London RegTech Meet Ups – opportunities for all sides of the market to come together, listen to domain experts and discuss the trends that are enabling Regulatory Technology.



Channels

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LEGERITY

Client:
Legerity

Type of Work:
Messaging Development, Corporate & Product Animations, Iconography, Website Design & Development

Channels:
Website, Video, Event Stands, Collateral

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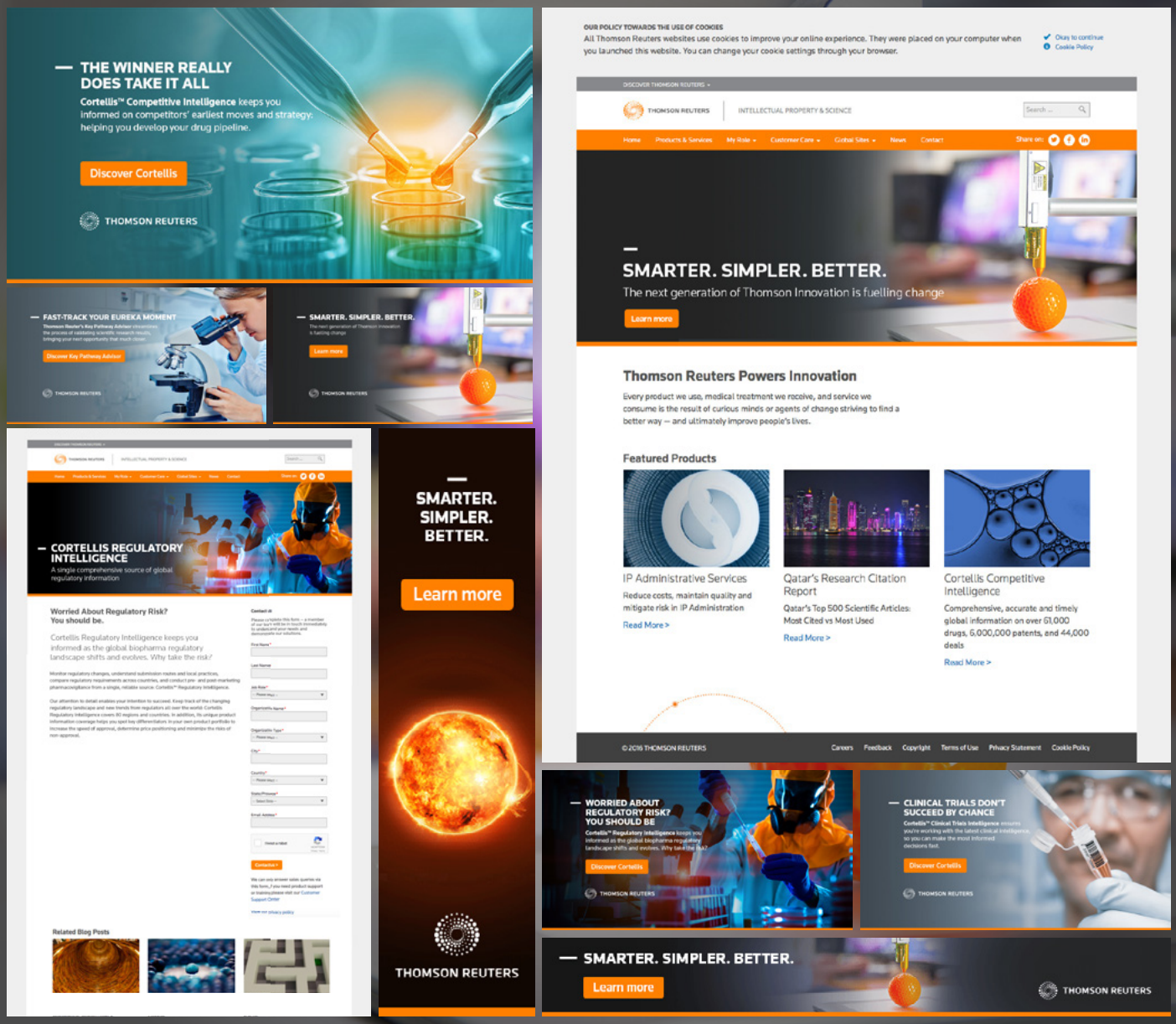
ditto was engaged by Legerity to refresh their top line Sales & Proposition messaging, brand identity and digital channels – and also to create a suite of rich media assets for the new website, including dynamic infographics, corporate video, product animation, as well as a comprehensive suite of factsheets, brochures and project documentation collateral.

Our work refreshing the Legerity logo led to a new palette of brand colours, which then informed the design of the website, videos and product collateral – as well as a 3m x 3m exhibition stand, to ensure consistency of look and feel across both physical and digital assets.

Campaigns

Beyond the binary of online and offline: achieve your goals across email, webinars, micro-sites, social, print, digital and physical events.



THOMSON REUTERS

Client:
Thomson Reuters IP&S

Type of Work:
Product Campaigns

Channels:
Digital, Social, Trade Publication

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ditto's longstanding relationship with Thomson Reuters includes their IP&S division, for whom we have developed several campaigns across 2016. For the Thomson Innovation product offering, we developed messaging, imagery and the full suite of digital assets. More recently, we have crafted persona-based messaging, stunning visuals and eye-grabbing banner adverts for a LinkedIn campaign, introducing CEO/CSOs in the BioPharma industry to their range of Cortellis products.

Design

A picture is worth a thousands words – if you get it right. Our work transform ideas into outstanding sales pitches and raw data into insight.

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Dati che performano

Best Execution: il tuo obiettivo e' anche il nostro

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Insight:

We craft research-driven, editorially-led strategic messaging.

Creativity:

We design and build for all platforms across all media, online and offline.

Delivery:

Our solutions are high speed-to-market and high speed-to-value, with measurable results.

Methodology:

Our proven, structured approach is underpinned by thorough planning, as well as project & campaign management.

Results:

Our clients are goal-oriented, so our work is fully-measurable with frequent potency-testing and refinement to meet their objectives.

GO TO DITTO.TV

We work to a tried and tested production methodology, delivering outstanding cost-effective solutions. On message, on time and on budget.

We would be delighted to chat through our work and your objectives. Give me a call, drop me an email, or come by the studio any time.

Kind regards,

Mike Wilson, Founder & Creative Director
mike@ditto.tv
+44 (0) 7802 942 451

ditto.tv

Second Home
68-80 Hanbury St, London E1 5JL
+44 (0) 203 871 5500
www.ditto.tv

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