



# where **great ideas** come to life

—

A selection of our clients,  
projects & engagements

2018



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

**Founded in 2008, ditto is a business development practice dedicated to the Capital Markets – FinTech, RegTech and new digital economies.**

With a decade of experience working in the most demanding of markets and a full service offering across strategy, marketing, communications and campaigns. Helping firms through the complete corporate lifecycle, including:

- Investor– and fundraising–ready
- Revenue ready and company / product launch
- Growth strategies and sales acceleration

We specialise in creating content, channels and campaigns that span across all media types: online and offline, digital and print – so clients can engage

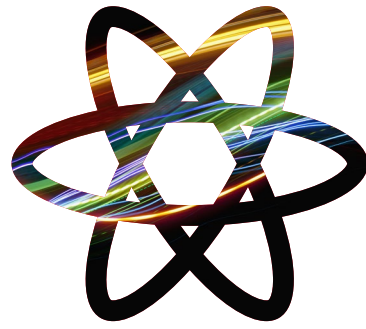
their target audience with one agency conversation, instead of maintaining multiple relationships.

- Our Editorial team enables clients to articulate their products and services 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

We have an active global community of C-suite and senior professionals from regulated firms, regulators, technologists and innovators as part of our **RegTech Markets** and **Capital Markets Outlook** programmes.

**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, videos, animations 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 Markets

### Client:

RegTech Markets

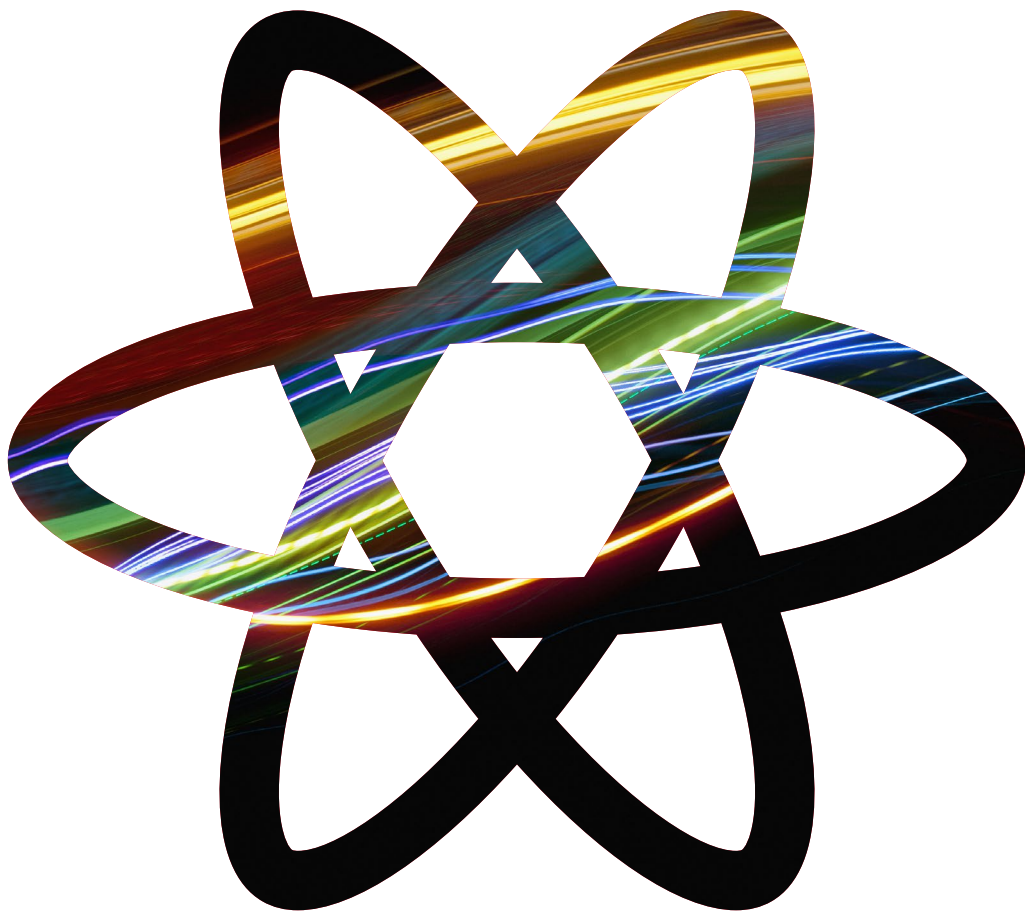
### Type of Work:

Branding, Building a Community, Events, White Papers, Moderated Thought Leadership Debates

### Channels:

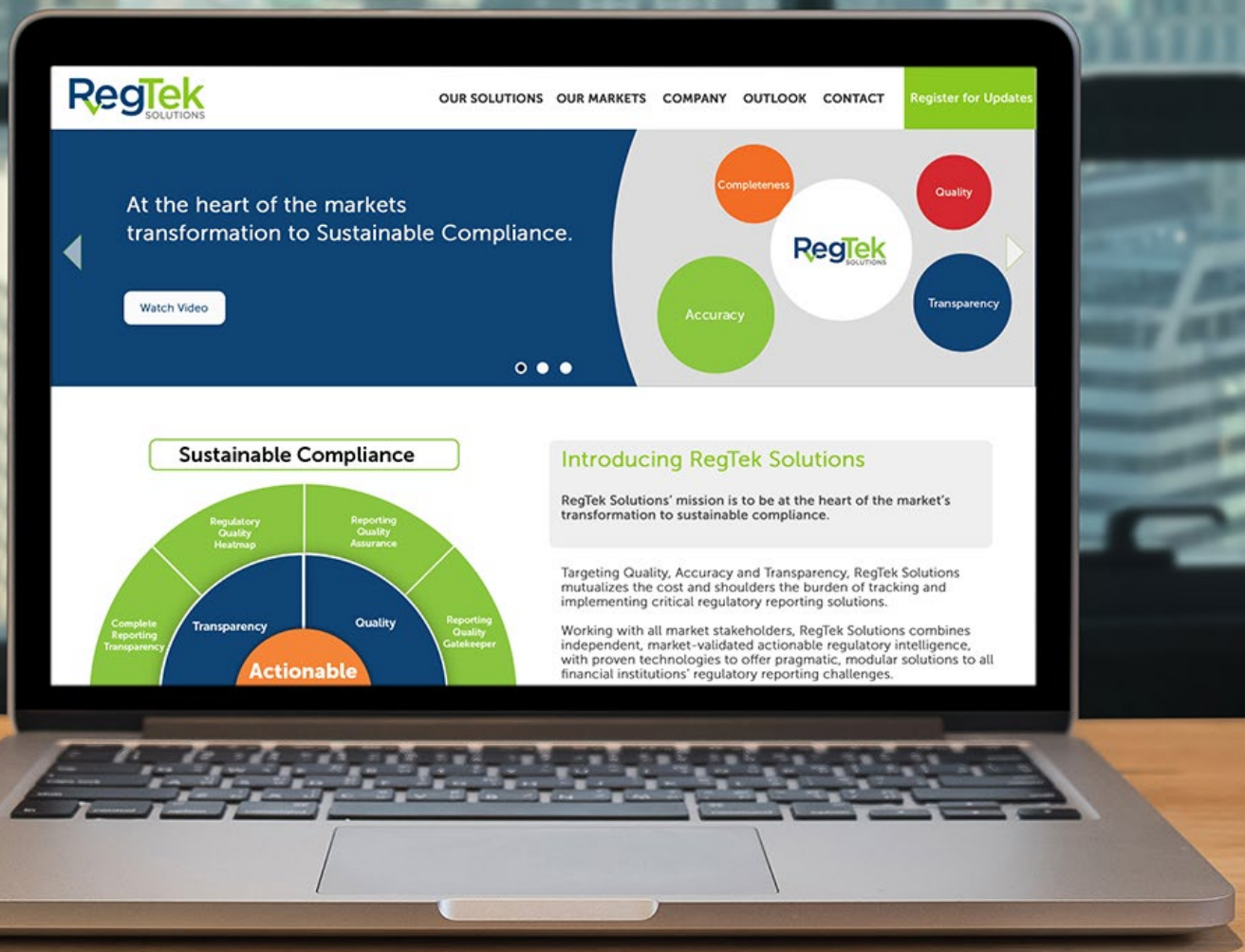
Website, Physical Events, Digital Events

ditto is the PR & Marketing partner to the RegTech Markets – a vibrant community of regulators, regulated firms and their technology and service providers. Comprising RegTech Forum (thought leadership), RegTech Services (advisory) and RegTech Ventures (funding), RegTech Markets' aim is to facilitate discussion, collaboration and insight on the challenges and opportunities within RegTech – and ultimately be a marketplace to do business. We branded, named and launched RegTech Markets with a logo, messaging and a dedicated channel to showcase the ditto-developed white paper reports, videos and webinar recordings. We also provided event support to regular RegTech Market events – both physical and digital – under the RegTech Forum brand. These events were attended by a community we grew from 30 to over 1,000 market professionals in 12 months.



## **Channels**

Communication channels that grab attention, deliver clear messaging and are measurable – bringing your message to the target audience.



**Client:**

RegTek Solutions

**Type of Work:**

Messaging Development, Animations,  
Iconography, Website Design &  
Development, Factsheets

**Channels:**

Website, Video, Collateral

ditto was engaged by RegTek Solutions, an innovative provider of Trade & Transaction Regulatory Reporting technology, to perform a major piece of sales and marketing production – including solution-based messaging development, a corporate animation, and a new website which showcased dynamic product infographics and clearly sign-posted user journeys to drive traffic towards registration.

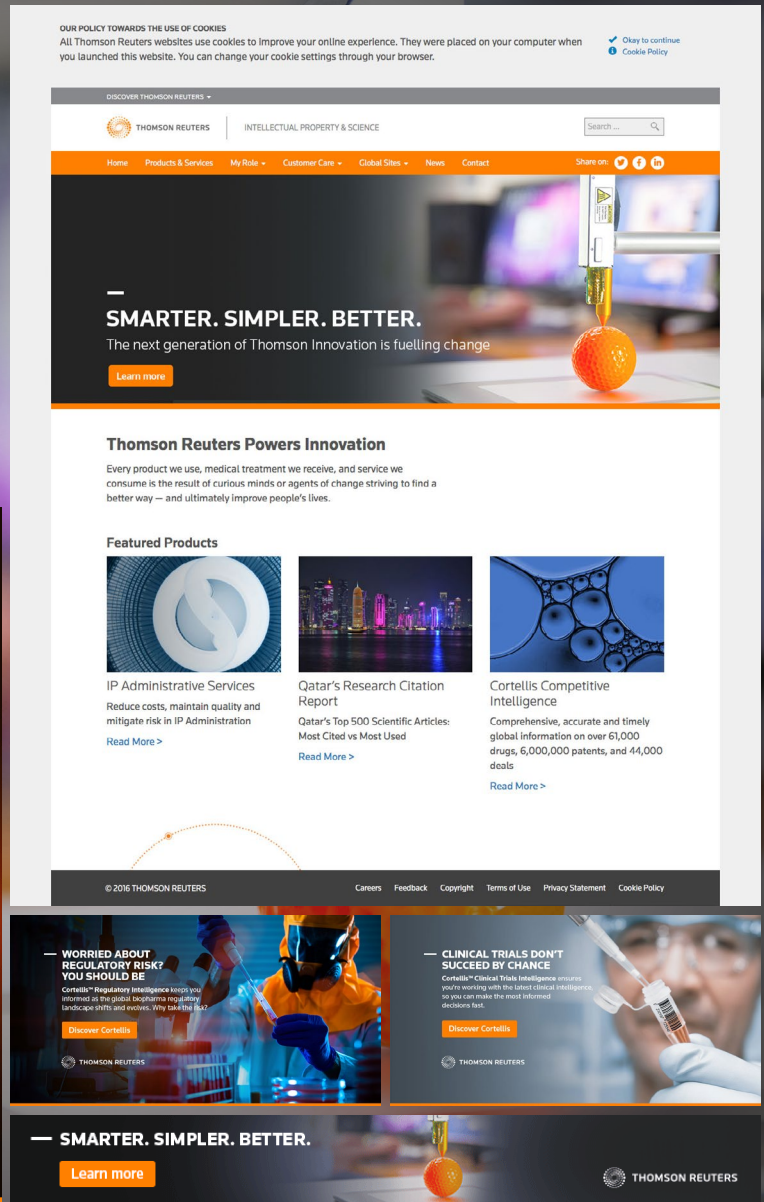
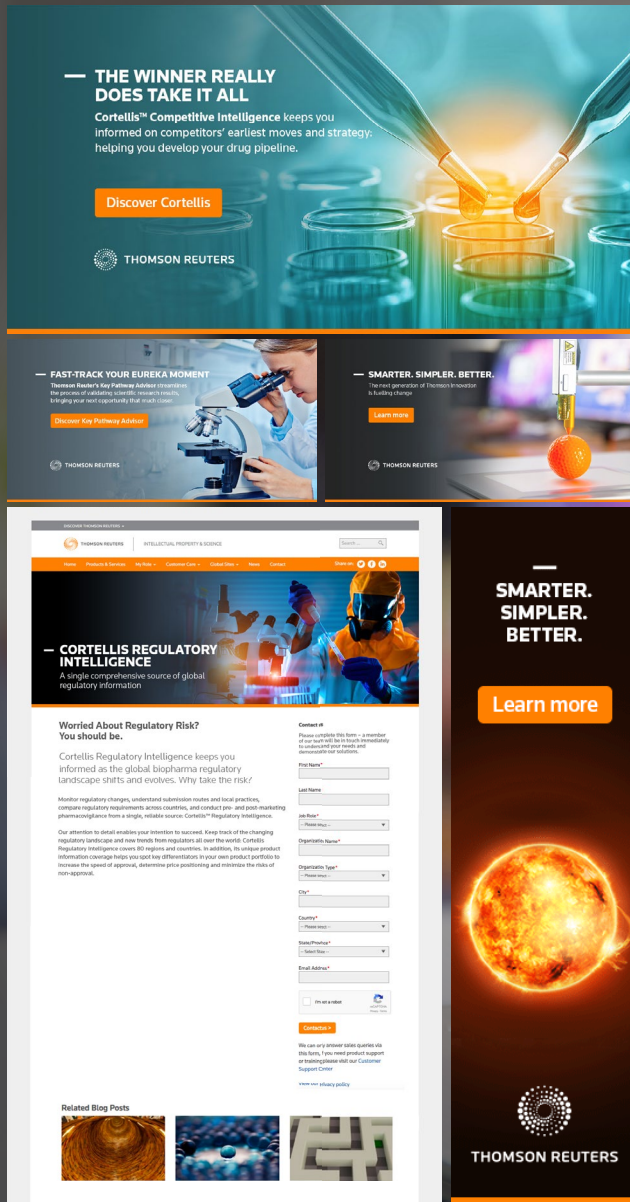
The site quickly demonstrated its value as a campaign hub, when RegTek Solutions announced their solution suite for SFTR – the Securities Financing Transactions Regulation – immediately following launch.





# Campaigns

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



**Client:**

Thomson Reuters IP&S

**Type of Work:**

Product Campaigns

**Channels:**

Digital, Social, Trade Publication

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.

# Wake-up to IFRS 17



## Don't leave it until it's too late...

The clock is ticking towards January 2021 and implementation of the new IFRS 17 accounting standard for insurance contracts. Legerity are the experts in accounting change technology solutions. Our FastPost accounting rules platform helps firms meet the increased data, calculation and reporting complexity these new standards demand.

We would be delighted to discuss our work, and how we are helping firms solve the IFRS 17 challenge. Contact us today and schedule a discovery session to review the new standards and their implications.

[www.legerityfinancials.com](http://www.legerityfinancials.com)  
[info@legerityfinancials.com](mailto:info@legerityfinancials.com) / +44 (0) 207 997 6985

**LEGERITY**

# IFRS 17 leaving you puzzled?



## We can help you solve it...

Solving the new IFRS 17 accounting standard for insurance contracts doesn't have to be difficult. With the January 2021 deadline approaching, Legerity's FastPost accounting rules platform helps firms meet the increased data, calculation and reporting complexity these new standards demand.

We would be delighted to discuss our work, and how we are helping firms solve the IFRS 17 challenge. Contact us today and schedule a discovery session to review the new standards and their implications.

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## IFRS 17 leaving you puzzled?

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**LEGERITY**

### Client:

Legerity

### Type of Work:

Campaign Hub Website, Regulation-specific Campaigns

### Channels:

Digital, Social, Trade Publication

In September 2017 we designed, developed and launched a new campaign hub website for Legerity. This channel showcased ditto-developed messaging, a corporate animation, animated HTML5 infographics and industry/regulation-specific content – all accessed through intuitive user journeys to drive traffic to the correct destination, whether originated by campaigns or organic search. Following the site's successful launch, we have developed two campaigns focussed on the upcoming IFRS 17 regulation – which impacts Insurers world-wide. Our artwork and messaging was produced in static banner and animated GIF formats, and deployed in trade publications, through the campaign hub, via LinkedIn and Twitter social channels, and also as physical event / conference flyers.



## 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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# MARKETDATA

WRITTEN AND DIRECTED BY BATS EUROPE  
STARRING 15 MARKETS 25 INDICES OTC MARKET DATA AND MMT DATA CODIFICATION

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SalesEurope@bats.com

TECHNOLOGY PRODUCT  
OF THE YEAR - 2014  
AUG 2014  
THE BARCLAYS

FINANCIAL NEWS  
2015  
EXCHANGE GROUP  
OF THE YEAR

FINANCIAL NEWS  
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VENTURE  
FORTH  
INTO NEW  
MARKETS

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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.



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

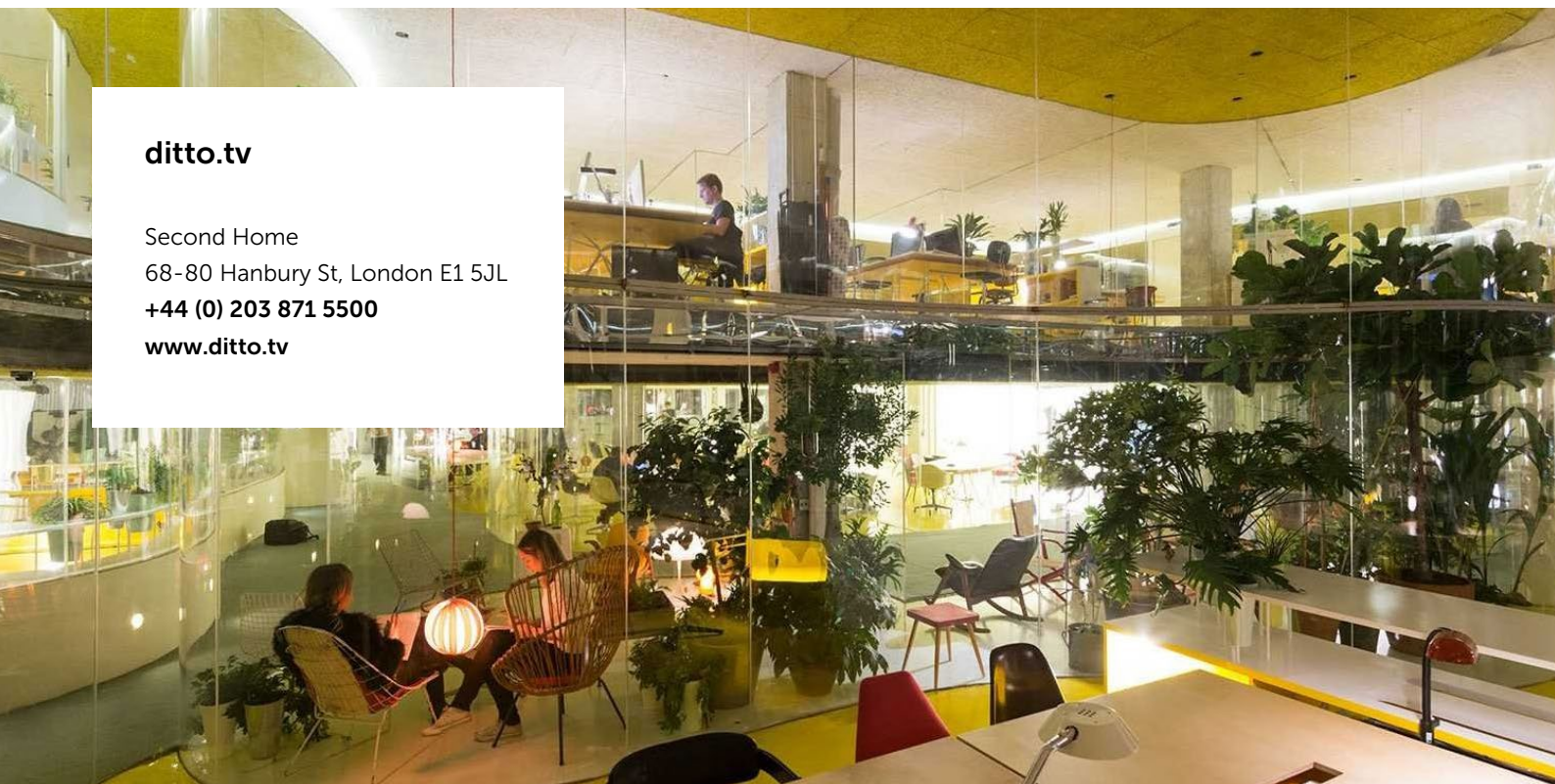
We would be delighted to chat through our work and your objectives. Give me a call, drop me an email, or come by the studio any time.

Kind regards,

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