



where **great ideas** come to life

—

A selection of our clients,
projects & engagements

2018



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

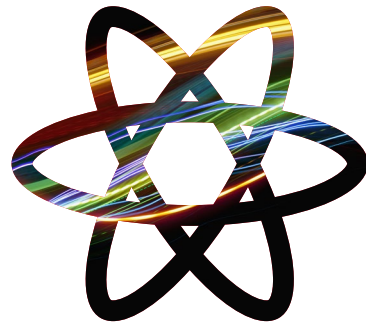
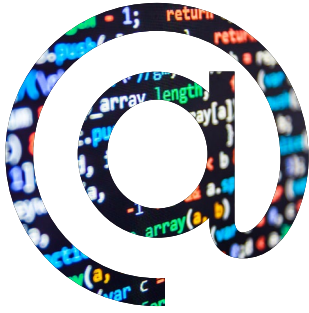
We specialise in creating content, channels and campaigns that span across all media types: online and offline, digital and print – so clients can engage their target audience with one agency conversation, instead of maintaining multiple relationships.

- 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, 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

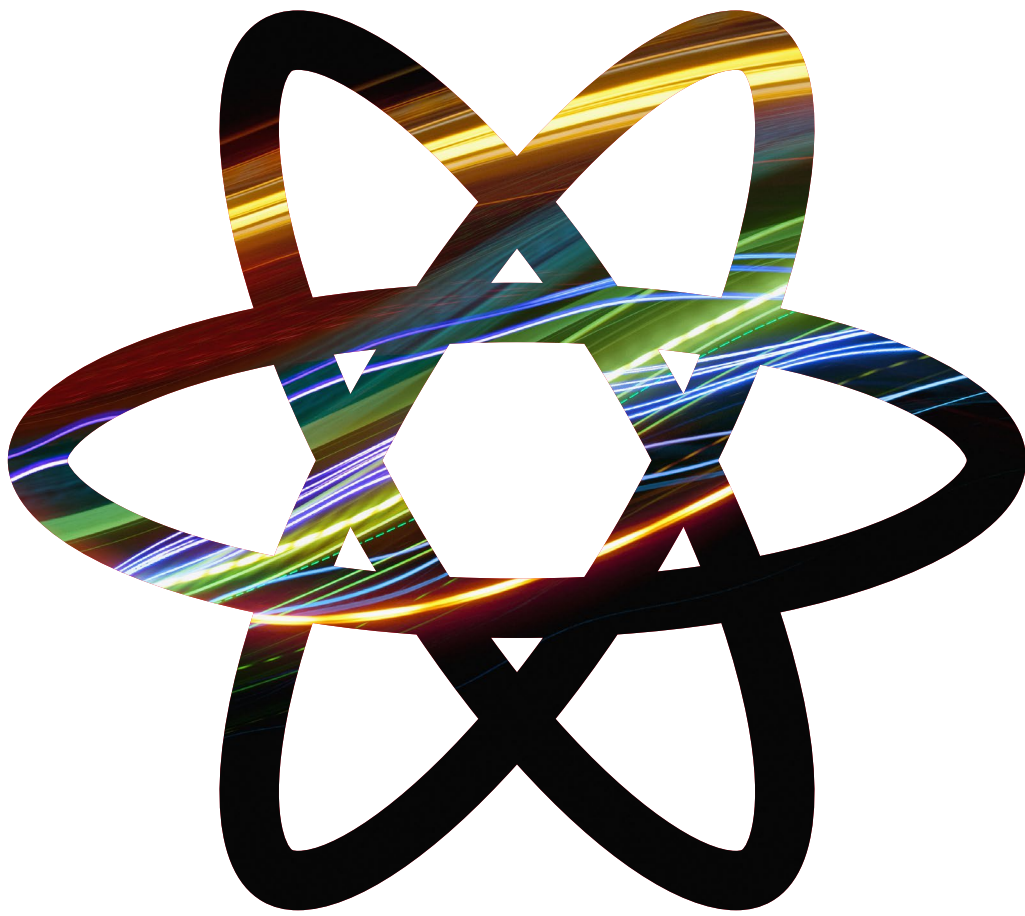
Type of Work:

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:

Rhisco Solutions

Type of Work:

Re-Branding, Logo Development,
Messaging Development, Animation,
Website Design, Collateral

Channels:

Website, Video, Collateral, Social

ditto was engaged by Rhisco – an international consulting and solutions provider to Banks and Insurers – headquartered in Mexico City with offices in Sao Paulo and London.

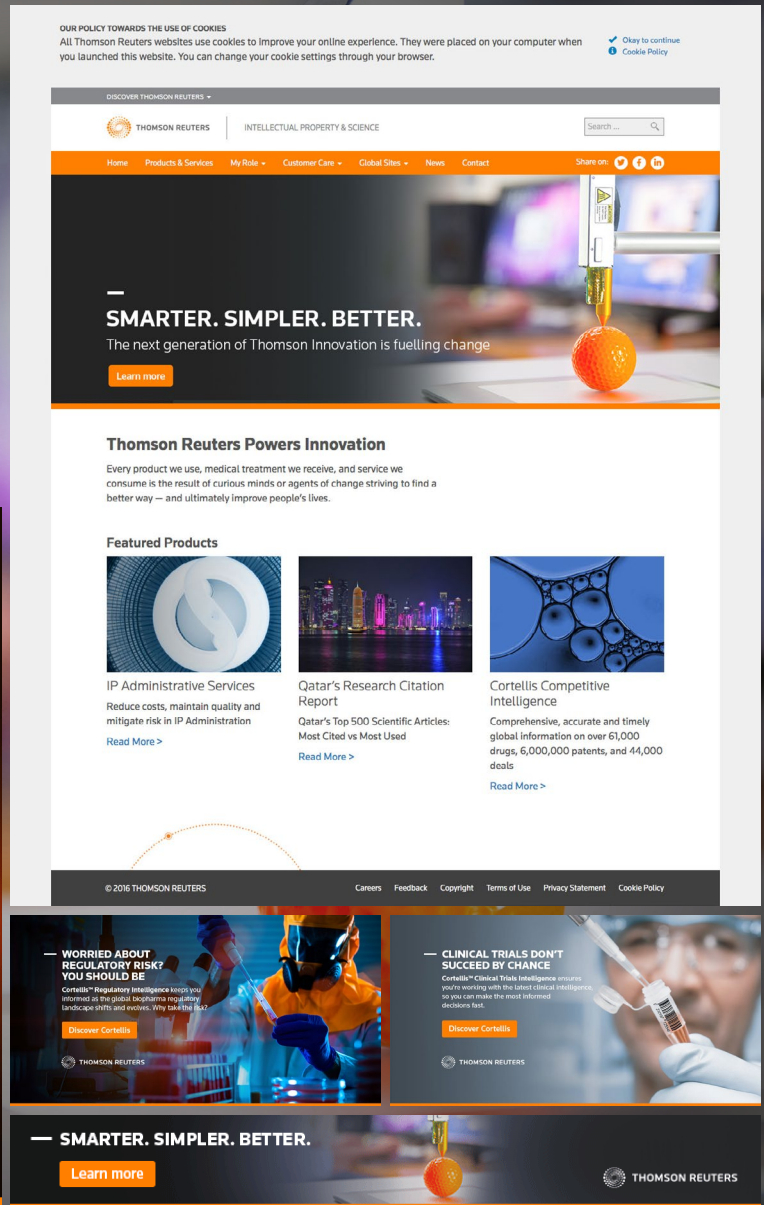
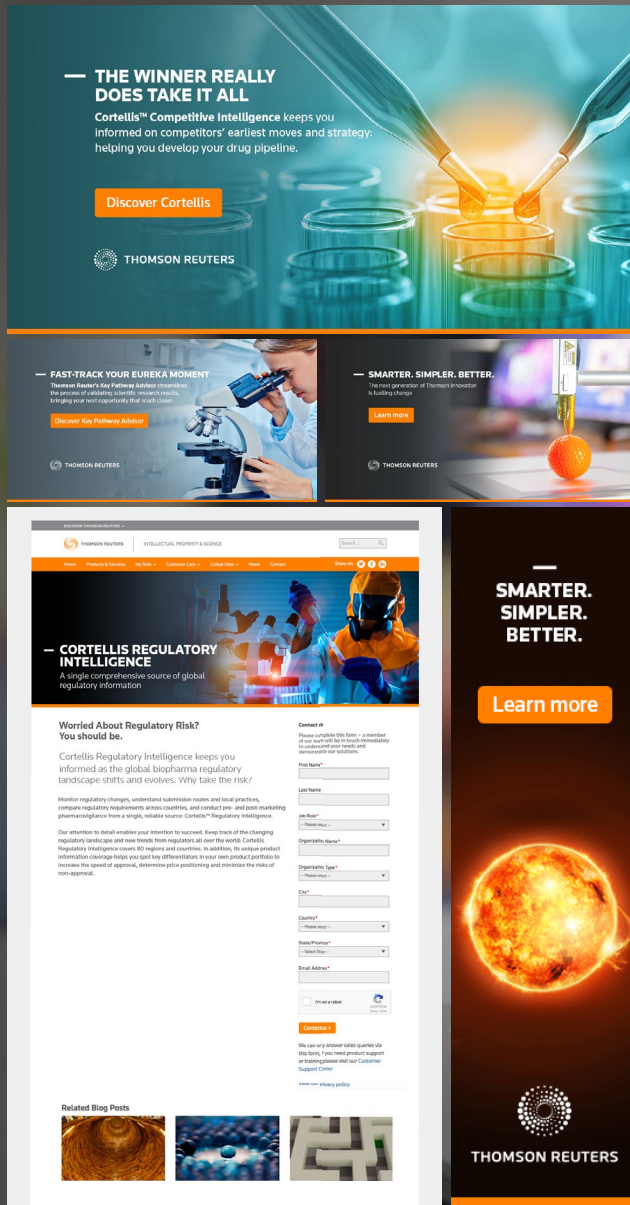
The engagement was a complete brand refresh, messaging and collateral development, all housed within a new website. The content and messaging was unified around a central theme: to “Comply & Compete”. This was developed across a complete suite of sales and marketing collateral - a 90-second corporate animation, with solution and service-level factsheets.

ditto also developed the launch collateral for TEGRA®, Rhisco’s new leading-edge data management, integration and aggregation platform.



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

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.

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IFRS 17 leaving you puzzled?



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SHIFTING THROUGH THE GEARS TO IFRS 17



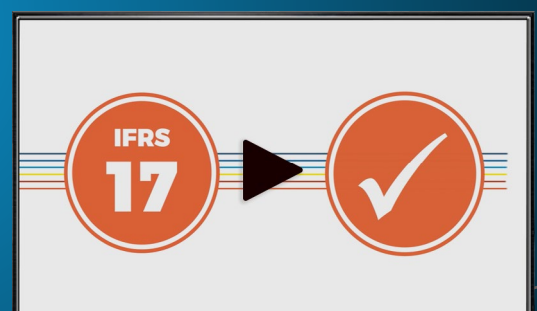
Next stop Proof of Concept

Knowing what to do next is often the biggest question for firms who have completed IFRS 17 Impact Assessments. Legerity's IFRS 17 SaaS solution is fuelled up and ready for a test drive - providing pre-configured templates and ultra-high performance you can measure. IFRS 17 technology that gives you the peace of mind only Proof of Concept programmes can deliver on the drive towards the January 2021 deadline.

We would be delighted to discuss our IFRS 17 SaaS PoC, and how we are helping firms solve the IFRS 17 challenge. Contact us today to schedule a planning session.

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Wake-up to IFRS 17

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IFRS 17 leaving you puzzled?

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ON THE ROAD TO IFRS 17?
Shift up a gear with Legerity's Proof of Concept

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Client:

Legerity

Type of Work:

Campaign Hub Website, Regulation-specific Campaigns

Channels:

Digital, Social, Trade Publication

Legerity engaged ditto in July 2017, to begin work on a complete brand refresh, including a complete website redesign, messaging, video animation and collateral. Following the success of this project, ditto have continued to collaborate with Legerity on a series of campaigns. In August 2018, Legerity launched their ditto-developed 'Shifting through the gears to IFRS 17' campaign. We created a broad range of material including webinar content, HTML banners for social channels and poster graphic design to support the campaign. The combination of compelling imagery and engaging messaging have helped to drive traffic to the dedicated campaign landing page – demonstrating ditto's commercial understanding and expertise within the industry.



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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TECHNOLOGY PRODUCT
OF THE YEAR - BATS
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THE BARCLAYS

FINANCIAL NEWS
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EXCHANGE GROUP
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VENTURE
FORTH
INTO NEW
MARKETS

FROM THE TEAM THAT BROUGHT YOU THE LARGEST PAN-EUROPEAN EXCHANGE

MARKETDATA

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STARRING 15 MARKETS 25 INDICES OTC MARKET DATA AND MMT DATA CODIFICATION

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Making Markets Better

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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,

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

ditto.tv

ditto @ Fora
Clerkenwell, 71 Central St, London
EC1V 8AB
+44 (0) 203 871 5500

ditto @ Dogpatch
The CHQ Building, Custom House Quay,
Dublin 1
+353 (0) 83 838 7107

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