

OVERVIEW

An investment bank that funds early stage companies with disruptive technology and strong intellectual property (IP) was seeking a communications firm that could raise its profile in the financial marketplace and promote their annual investor conference. They needed a communications firm that understood finance and intellectual property, could powerfully communicate the value of IP and position the company as the leading intellectual property investment bank.

OBJECTIVES

- Drive awareness of the firm's brand within the financial community as well as to attract new customers with disruptive technology.
- Position the firm as a "first-mover" in identifying and financing companies with disruptive technologies.
- Raise the company's profile and position them as the "go-to" Investment Bank for companies that need an IP strategy.
- Position company executives as IP thought leaders within the financial industry.
- Position their annual conference as the event to discover market-changing disruptive technology companies.
- Drive awareness of the firm's proprietary software.

CHALLENGES

- ✓ The client was relatively unknown.
- ✓ There were numerous competing investment banks on Wall Street aiming for the same attention in their target markets.
- ✓ The financial market did not have a clear understanding of how the value of IP could translate into an asset class.

- ✓ The firm's conference was only in its second year and still relatively new to investors.
- ✓ Their potential clients did not understand how to leverage and monetize their IP and were unaware that the firm's services were available.
- ✓ The market did not know about the company's proprietary software and its ability to quantify IP valuation, as the software was only being used internally.

RESULTS

Significant and impactful results with an equivalent ad value of more than \$12 Million.

- ✓ Developed new corporate messaging that communicated their leadership position, value proposition and differentiated them from other financial competitors.
- ✓ Significantly raised the client's profile and enhanced credibility while establishing the company as a reliable source for journalists, through extensive media relations and outreach.
- ✓ Garnered significant quality media coverage of the company in top mainline business and financial publications including Wall Street Journal, Associated Press, Bloomberg, Fortune, Forbes and BusinessWeek.
- ✓ Built key relationships with influential financial journalists and positioned the client as the authority on all things 'intellectual property.'
- ✓ Secured quotes from company executives in Tier 1 media that significantly enhanced the profile of the executives and positioned them as IP thought-leaders.
- ✓ Due to Mercom's efforts and the success of the communications program, the firm was able to leverage their heightened profile and gain attention from Fortune 500 companies.
- ✓ Mercom's communication efforts helped position the company as a top tier investment bank focused on intellectual property.

TechCrunch

AP Associated Press

The New York Times



THE WALL STREET JOURNAL

BYTE

The Washington Post

Forbes

Bloomberg TELEVISION

ars ars technica openforum



WIRED

REUTERS

All Things D

FORTUNE

Managing Intellectual Property

BusinessWeek

THE HUFFINGTON POST

The Boston Globe

CFOworld Strategic. Management. Leadership.

YAHOO! FINANCE

San Francisco Chronicle



Bloomberg

Business Journal

TheStreet.com