strategic positioning.

tactics.

strategy.

Family positioning

Our client wanted to avoid undue publicity but also wanted to explain its values and what its fund business stood for. We were able to strategically put a burst of quality content into the media which got significant high-quality traction. Having set the record straight and defined its raison d'etre the business and the family were able to continue as before, operating their businesses.

client: Private client

service: Strategy formulation and programme planning