

## How do you influence a market using thought leadership and research



### Client's key aims and objectives

- To position Watson Wyatt at the forefront of commentary in the investment market
- To participate in the global investment marketplace in Europe, Asia and the US
- To create an 'expert opinion survey' in conjunction with the Financial Times
- To present a plausible picture of the future landscape of the investment market

### Background

Watson Wyatt Investment Consulting operates in 26 countries around the world and has over 300 dedicated investment consultants. Watson Wyatt's investment practice advises a client base of over 1,000 pension funds, institutional investors, fund distributors and charities. Watson Wyatt uses industry-leading research and tools to turn groundbreaking investment concepts into practical advice for their clients.

### Remedy's approach

Our brief was to differentiate this report from other Watson Wyatt publications through the use of language and the finish on the report whilst remaining within Watson Wyatt brand guidelines. We created a global integrated marketing campaign to provide an overview of the research through a unique direct mail piece which linked to a landing page on the Watson Wyatt global website, where recipients registered to receive a full copy of the report.

### The results

Remedy produced a piece of thought leadership with a visionary and 'futurology' outlook, positioning Watson Wyatt as a leading investment industry consultant. Through the integrated marketing campaign Watson Wyatt were able to track recipients and see the success of the campaign as it was launched, in turn this allowed Watson Wyatt to follow up with targeted marketing activity.



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