

## Churchill Financial Services Strategic and Practical Marketing Support

### Input

This financial services group consists of two UK accountancy practices, a London company services firm, two trust companies in the Caribbean and offshore company services offices in Moscow, Hong Kong, Kiev and Bucharest.

Churchill's experts are just as skilled as the big corporates that they compete against. Our challenge is to present them as providers of the same capabilities but cheerfully, distinctively and approachably. Importantly, they don't believe finance has to be dull and deadly serious.

### Output

With limited internal marketing resource, we are the firm's marketing department. Churchill relies upon the experience we offer both strategically and practically. The marketing activities we make happen are independently co-ordinated from our office.

In seven years we've worked on:

- Marketing strategy and planning
- Training, management and mentoring of in-house marketing executive
- UK and offshore advertising
- Branding and stationery
- Design, copywriting, translating and print of brochure packs in multiple languages
- Group website in six languages
- Appointment setting for UK sales consultants
- Exhibition co-ordination and attendance in UK, Moscow and Shanghai
- Extensive sponsorships and charity involvement

### Magic

Having influence over so many areas of marketing means all client-facing communication is cohesive, consistent and powerful. We're given total autonomy and trusted to do what we do best.

"You have significantly improved our identity, positively distinguishing us from the pack. Consistent and ever enthusiastic, we also greatly value your ability to engage, clarify our communication needs and deliver well-reasoned solutions to tight timeframes."

Tony Shiffers, Principal, Churchill & Co



copy excerpt from advertising

Not all accountants are the same. It pays to find professionals with the right skills. At Churchill & Co, we lift the burden of your financial administration and compliance with prompt and proactive services, expert advice and a commendable level of service and support.

