

EXPANDING  
STAKEHOLDER  
AUDIENCE AND  
DEFINING A  
BRAND

3 MIN READ | CASE STUDY



CONTENT

01 REACHING A NEW MARKET

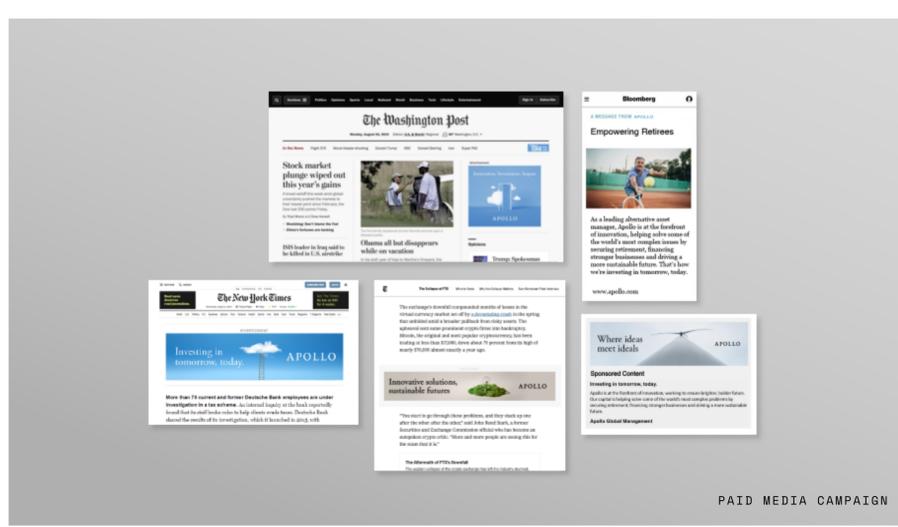
02 UNIFYING VISUAL IDENTITY

03 CONTENT THAT LADDERS UP

04 MEASURING SUCCESS

01  
REACHING A  
NEW MARKET

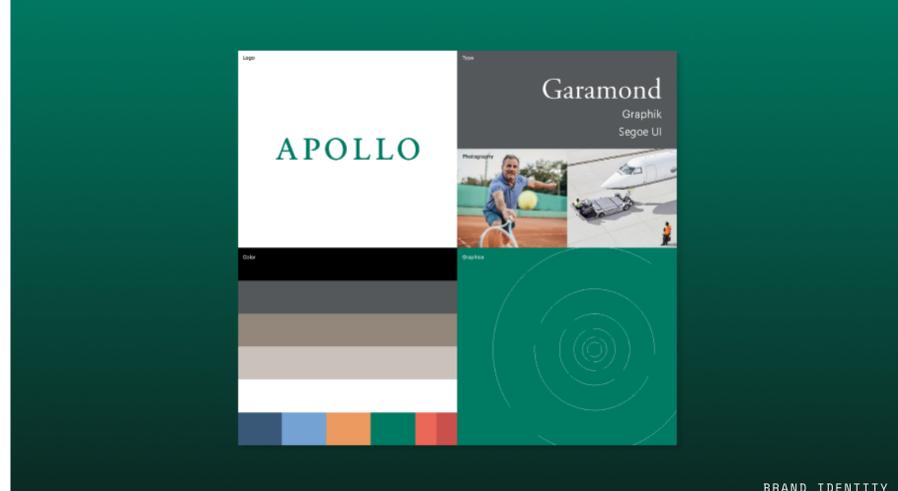
In 2021, Apollo found itself at an inflection point. With a new CEO and a diversified offering, the firm turned to SJR to articulate its brand promise to a broader set of stakeholders. Over the course of 2022, SJR delivered Apollo's brand campaign, "Investing in tomorrow, today." The campaign became a unifying message for the company, helping it to attract new capital, retain top talent, unlock new business opportunities, and tell Apollo's story of impact and innovation.



02  
UNIFYING VISUAL  
IDENTITY

Elevating the brand began with establishing a new visual language—one that spoke to Apollo's already vast impact while illustrating its eye for the future. By overhauling the company's appearance, SJR reimaged Apollo's brand identity with:

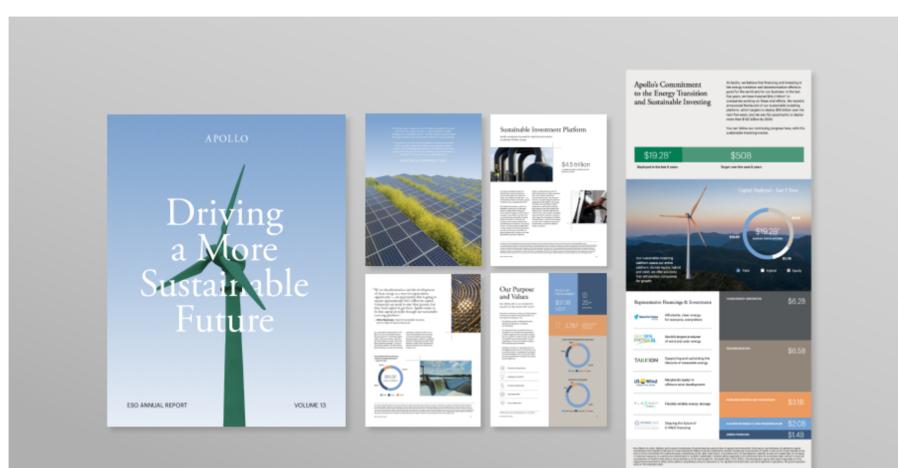
- A library of cohesive visual assets like original icons and conceptual imagery that illustrate the story of its alternative offerings
- A strategy for the company's presentations—internal and external—defined by new color palettes, PowerPoint slide frameworks, and more
- A brand guide that carefully educates all employees to ensure materials produced by the company are consistent with the new visual approach
- Its first-ever paid media campaign, designed in line with its fresh visual identity



03  
CONTENT THAT  
LADDERS UP

Using a cohesive messaging framework, SJR identified Apollo's priority content areas and aligned with its core values to refresh the company's story and expand into new audience segments. The always-on content areas included:

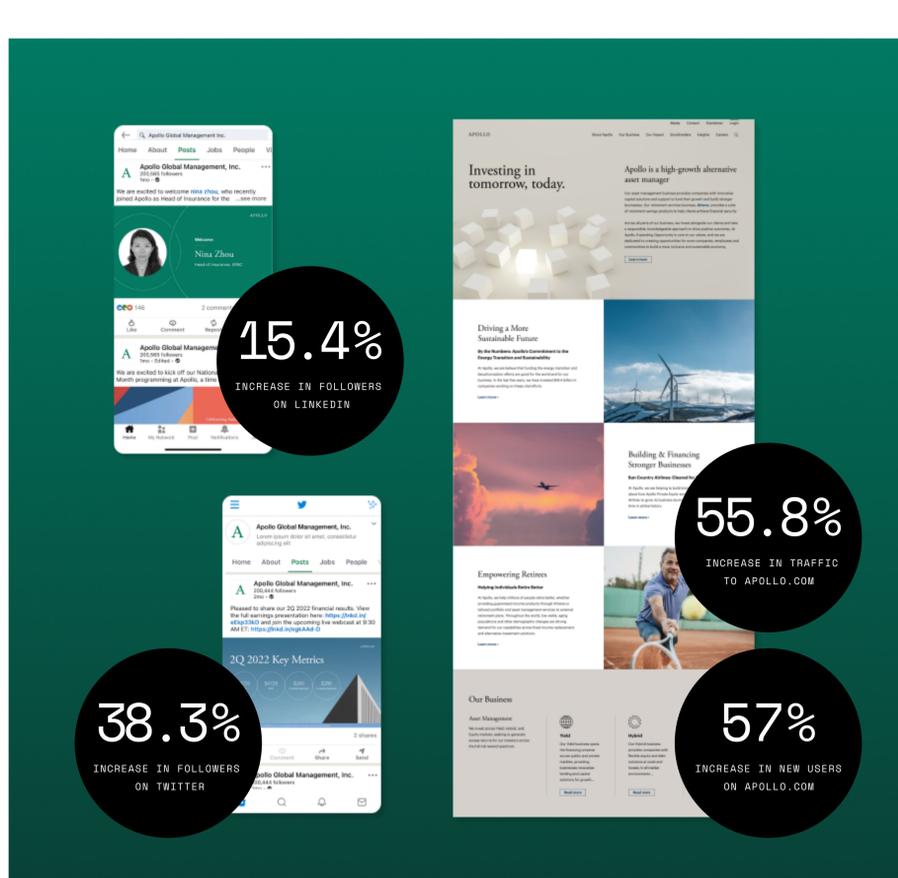
- Driving a sustainable future: A renewed ESG report, graphic explainers, and dedicated landing pages helped Apollo improve its perception as a leader in sustainability by 3.7 points (according to DISQO ad lift survey).
- Empowering retirees: SJR drove users to a deeper understanding of Apollo's activity in the retirement space. Within the first four months of the content campaign, the perception of the company as a leader in retirement offerings improved by 5.3 DISQO points



04  
MEASURING  
SUCCESS

Ultimately, Group SJR helped Apollo expand its brand and speak to new stakeholders while affirming its role as an industry leader. The results speak for themselves:

- 15.4% increase in followers on LinkedIn
- 38.3% increase in followers on Twitter
- 55.8% increase in traffic to Apollo.com
- 57% increase in new users on Apollo.com



BY INVESTING IN TOMORROW, TODAY, APOLLO CONTINUES TO SHAPE THE FUTURE WITH A CONFIDENT AND COHESIVE NEW BRAND VOICE.