

MODERNIZING A HERITAGE BRAND

2 MIN READ | CASE STUDY



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01 INSIGHTS THEN CONTENT

In advance of its first advertising campaign in 50 years, Coutts needed a content strategy to draw a new audience of younger and more diverse UHNW individuals and businesses. Our insights-first approach transformed Coutts' content plan to deliver newsworthy articles and visually dynamic reports, creating a unique connection with clients while showcasing the bank's expertise in the finance sector.



ARTICLES, MOBILE

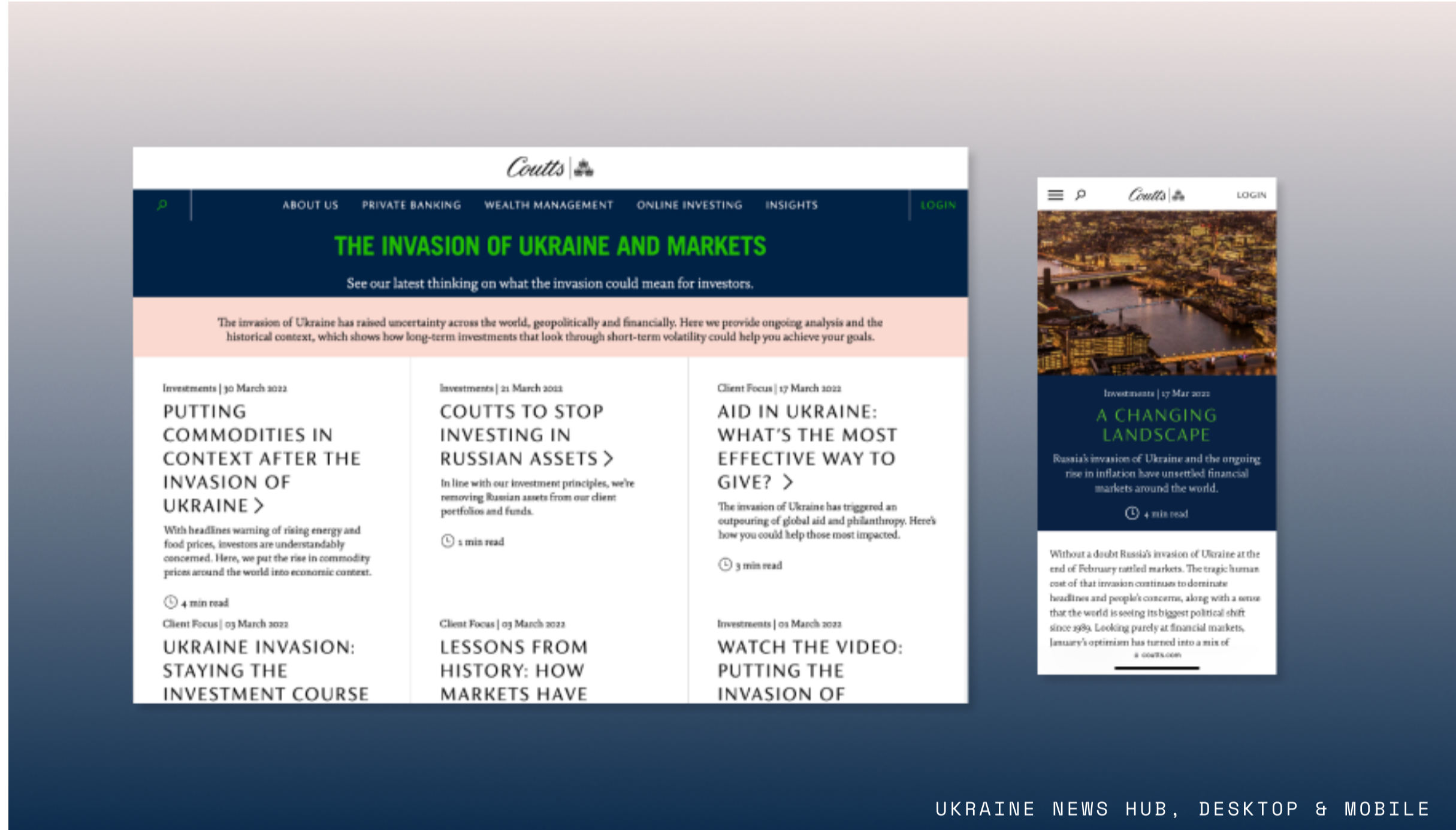
02 ALWAYS-ON NEWS ENGINE

In partnership with the firm's economists and investment managers, we mobilized a news desk to bolster customer sentiment, drive growth, and build confidence in Coutts' market strategy.

The news desk's suite of assets included:

- Thought-leader features, listicles, data visualizations, and videos
- A targeted distribution plan that reached invested clients on their terms, via email and through an app
- A live-update Ukraine news hub that became a go-to platform for wealth managers to start or curate conversations with customers

As a result of this content program, one-third of clients either increase their investments or plan to do so.



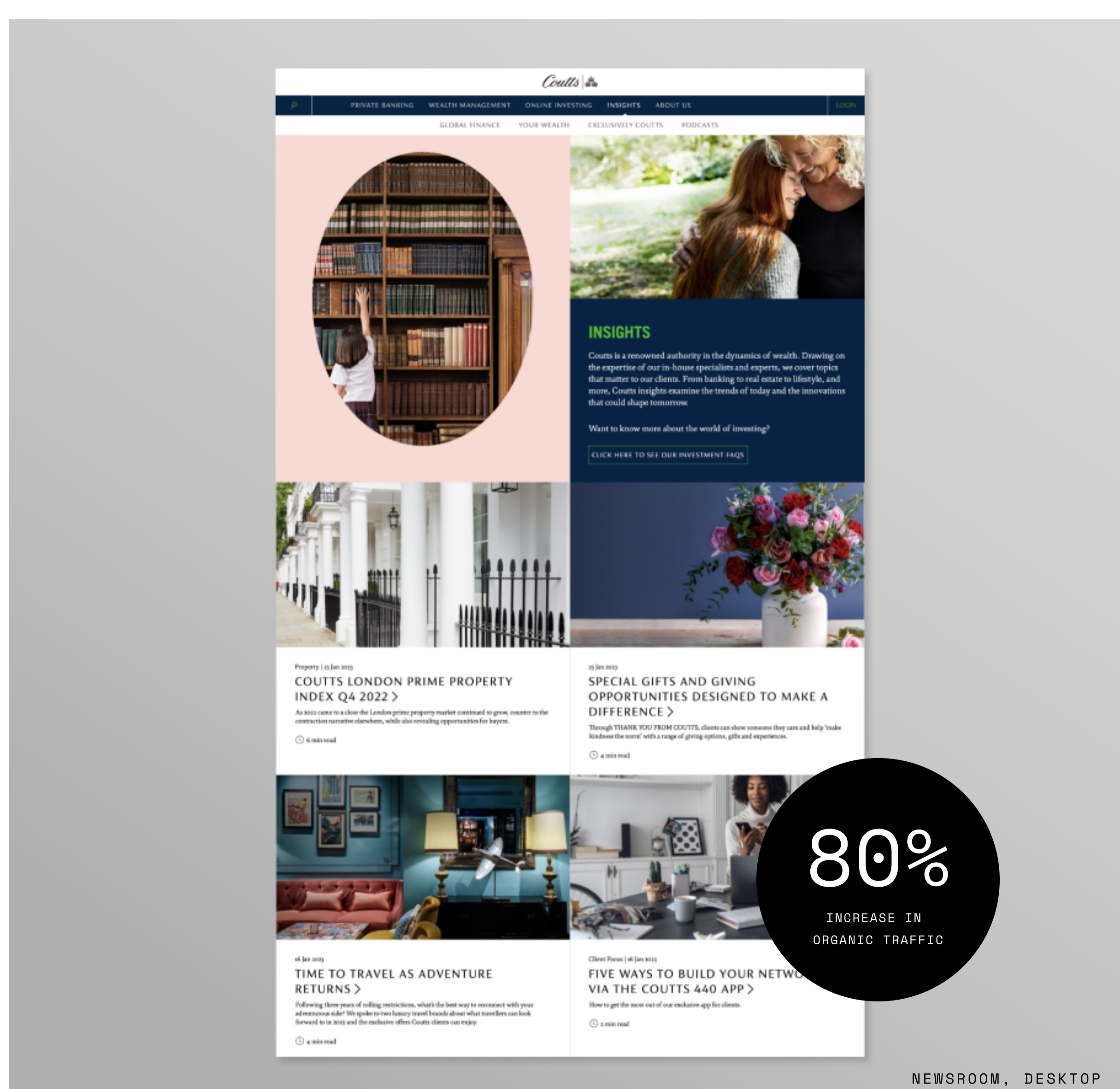
UKRAINE NEWS HUB, DESKTOP & MOBILE

03 SEO TRANSFORMS STORYTELLING

As a 300-year-old bank—one of the oldest in the world—Coutts, like many financial institutions, was often inward looking in its communications. But our SEO analysis informed a different approach, a modern approach: Put the emphasis on customers' true pain points and address them with key words and phrases.

This SEO strategy optimized Coutts' reach, transforming its website and helping accrue trust, one of today's most valuable currencies. The website became a source of information for current and potential clients, which, in turn, lead to dedicated engagement and brand loyalty.

As search engine visibility improved, the website saw higher organic traffic and a wider reach, with a two-minute increase in average time on site and an 80% increase in organic traffic.



NEWSROOM, DESKTOP

TODAY COUTTS CONTINUOUSLY EVOLVES AUDIENCE EXPERIENCE ACROSS OWNED CHANNELS, NURTURING ITS RELATIONSHIPS AND DRIVING ENGAGEMENT WITH ITS REFRESHED STORYTELLING STRATEGY.