

Marketing Effectiveness Awards 2021

LANSONS
LONDON NEW YORK



Q1: Marketing Activity

A major part of our work through 2020/21 focused on enhancing the integrity of the financial services industry as a whole.

We advised the Independent Investigation into the FCA's regulation of London Capital & Finance (LCF) following LCF entering administration, when investors stood to lose more than £237 million. Dame Elizabeth Gloster led the Investigation, and Lansons' managed reputation, advised on all stakeholder engagement, including directly with the impacted bondholders. Media and political commentators heaped praise on the report. In the aftermath, Andrew Bailey experienced some uncomfortable moments and HM Treasury announced a £120 million compensation scheme for investors.

During Covid-19 we were brought in by British Business Bank as specialist reputational advisers

on its delivery of the Government's schemes to assist business, including Coronavirus Business Interruption Loans Scheme and Bounce Back Loans. All major assistance programmes were overseen by the bank which came through an initial period of criticism and intense scrutiny to emerge with its reputation hugely enhanced.

Since before its formation in 2018, we have advised Banking Competition Remedies (BCR), the independent body established to implement the £775 million Royal Bank of Scotland (RBS) State Aid Alternative Remedies Package.

We have protected the organisation's reputation as it delivered transformation in the SME banking sector. The £251m of dowries through the Incentivised Switching Scheme have doubled the number of SMEs switching bank account. The grants awarded through the £425m Capability & Innovation Fund have transformed many awardees, particularly Starling Bank and ClearBank.

Q2: Innovation & Product Development

We believe the mindset of financial services marketers has moved from narrow focus on product, price, place and promotion to a broader encompassing of purpose and development of trust through reputation management. Our Chief Executive, Tony Langham, has been an evangelist for this with the publication of his book *Reputation Management: The Future of Corporate Communications and Public Relations*.

In this context we advised 3 FTSE-100 companies on reputation during the pandemic. We're helping to reinvent St. James's Place's leadership engagement and visibility programme in a 'remote world'. We helped develop and communicate Phoenix's response to the pandemic. We advised Hargreaves Lansdown on reputational recovery in the months after the collapse of Woodford Investments.

As companies are increasingly being judged by their environmental, social and governance behaviour, we have developed a Purpose & ESG offering to support clients on their ESG journey. We help clients define and communicate their policies and commitments to help their organisations operate and grow in a way that balances the needs of profit, people and planet. Invesco is an example of an industry leading client in this space.

To enhance our ESG expertise and bring added value to clients we have produced over 15 pieces of thought leadership on the subject, hosted 4 webinars and produced 3 podcasts featuring experts and influential spokespeople including Baroness Mary Goudie, best-selling author Kate Mosse, Managing Director of External Affairs at Natural Capital Partners - Jonathan Shopley and social mobility campaigner Tunde Banjoko.

Q3: People and Talent

We believe we work with more financial services organisations (over 150) than any other consultancy in Europe, placing us at the centre of the sector. We work with many partner organisations to improve marketing across the whole of financial services, including:

- ▶ Our partnership with Opinium Research, resulting in freely available bespoke research including our “Life Through Covid” series <https://www.lansons.com/life-after-covid-19> . Authored by a team of specialists within Lansons and Opinium, together with respected third-party experts, the reports provide valuable and comprehensive insights for business leaders on the ways organisations need to adapt their marketing communications, employee management, engagement programmes, and recovery strategies in light of the pandemic.
- ▶ For the Financial Services Forum we run the Communications Group and lockdown events have included “Diversity & Inclusion in Corporate Communications” (22 June 2021)

and “ESG and Purpose in Financial Services Marketing” (29 April 2021).

- ▶ We are most proud of our work with the Diversity Project covered in the next section.

We also work with Tech Nation, the UK network for tech scale-ups. Their annual state-of-the-nation tech report is the most comprehensive analysis of the UK tech sector. We became their official communications partner in Spring 2019 and work with them mentoring and helping UK tech businesses.

In 2019/20 we also partnered with FinTech Week and BlockChain Week to further share understanding and best practice.



Q4: The Financial Services Industry

Lansons has, since 1989, championed progressive thinking around diversity & inclusion across the financial services industry.

In 2020 and 2021 we have championed change in the investment industry, by donating our time to support the Diversity Project, the organisation that is accelerating progress towards an inclusive culture in the financial services sector. We advise the senior team on how they can create and activate external and internal initiatives to help progress towards their goals.

As part of this we supported the amplification of their five-year anniversary celebrations and commitment to socio economic, gender and ethnicity targets for the investment and savings industry. In addition, we have supported initiatives and secured media interest in a number of campaigns including research on the importance of considering LGBT+ investors, launching the #TalkAboutBlack Skills Workshop and a campaign around diversity data collection.

We also sought to raise awareness of The

Diversity Project and its resources amongst our client base, encouraging our teams to share the resources and events with senior leaders, HR and D&I teams.

In similar vein, Lansons is a founding member of the BBC’s 50/50 Equality Project that uses data collection to overcome unconscious bias in the output of organisations. We have used our participation to host events with the BBC for clients and other friends and promote the concept to the financial services industry, such as this event in August 2020 <https://www.lansons.com/events/eleanor-lawrie-and-amanda-evans>.

