

## Chairman's statement



## New Services, New Clients

Welcome to the first edition of Word of Mouth for 2005, Cognito's newsletter for marketing and communications professionals in the finance and technology industries.

It's been an exciting few months since the last edition of Word of Mouth. We have set up a US company (Cognito Americas LCC.) to service our growing US business. Currently in Boston, the office will be moving to New York City this summer.

Also, we have launched our new service - Cognito Discovery Day, a unique one-day programme designed to help companies improve the way they market to the financial services industry. Discovery Days have already been conducted with several organisations all of which have found the day immensely beneficial.

In addition, we are pleased to welcome a number of new faces to Cognito. Read more on page 3

We hope you enjoy reading this issue of Word of Mouth. As always please send any feedback and suggestions for articles to [info@cognitomedia.com](mailto:info@cognitomedia.com). For more information about Cognito please visit [www.cognitomedia.com](http://www.cognitomedia.com)

Our very best wishes for a prosperous 2005!

Robin Gilkes, Chairman

## Cognito signs new client - FinanceCube

FinanceCube, a service provider to banks, financial advisors and discretionary asset managers, has selected Cognito to manage the launch of its online trade management and reporting solution. As part of the launch project, Cognito will devise a corporate identity and produce a web tour of the product. Plans are also in place for Cognito to work on a relaunch of FinanceCube's website and produce marketing collateral to support the product later in the year.

*"We selected Cognito due to its unique ability to couple in-depth industry knowledge with marketing and communications expertise."*

Lasse Meholm,  
Managing Director, FinanceCube

Where is  
Marketing  
taking your  
business?

Improve the ROI that your marketing delivers.



**Cognito Discovery Day® is a brand new strategic service for financial institutions, consultancies and software companies.**

Developed in response to client requirements, Cognito Discovery Day is a unique one-day programme designed to help companies improve the way they market to the financial services industry. The programme has already been run with a number of existing and new Cognito clients, including Citisoft, a leading asset management consultancy, and Nordic Financial Systems, a provider of technical and business integration services to the treasury industry.

Effective communication is crucial to business success and for many firms the reality is that marketing and communications strategy could be better executed and resources used more effectively. Cognito Discovery Day uses a tried and tested methodology to map an organisation's business goals to its current marketing activities.

"By taking clients through the Discovery Day, we are able to see whether marketing is really delivering to the business. In our experience, marketing is far too often dealt with in isolation. Working from the organisational goals, we are able to define marketing activities that will really drive the business forward and generate an improved ROI," comments Tom Coombes, Managing Director, Cognito.

Cognito Discovery Day also examines an organisation's current versus desired positioning. AB Prodata, a new client to Cognito, embarked on Discovery Day, as a first step to defining its marketing strategy. Phil Boland, CEO, AB Prodata, comments, "Examining our current versus desired positioning and brainstorming tactics of how to get there was really good. It gave us lots of food for thought." If you think that Cognito Discovery Day could benefit your business, please contact Gabriela Ostrovsky on +44 (0)20 7832 0800 or by email [gabriela.ostrovsky@cognitomedia.com](mailto:gabriela.ostrovsky@cognitomedia.com)



## An interview with Alex McCall - Marketing The London Stock Exchange

'The Source' - The London Stock Exchange's much publicised dynamic sculpture.

Cognito has been working with The London Stock Exchange's Market Services team for the last year. Here Kirsty Lowe, Senior Account Manager for the Exchange, gets the lowdown on Marketing from Alex McCall - Manager of Marketing Communications for the Market Services division at the London Stock Exchange.

### How long have you been at the Exchange and what positions did you hold prior to that?

I joined the Exchange about 18 months ago. Prior to that I was Direct Marketing Manager at the Carphone Warehouse, which was my first job here in the UK. Before I left Australia, I was working for a utility company as Brand Manager.

### What is a typical day in marketing at the Exchange?

There is no such thing as a typical day. I tend to get into the office between 7.30 and 7.45 and from then on the day can consist of anything from an agency briefing to sales team meetings and dealing with HR issues. The role really is exceptionally varied, which I really enjoy.

### How is marketing structured at the Exchange?

We have three different marketing departments; Market Services, Information Services and Corporate Communications. I work in Market Services, where there are 15 people in total. 10 in marketing communications, which is run by me and three in marketing planning. We also have a team administrator and a head of marketing.

### What is Market Services responsible for?

Market Services brings in around 52% of all Exchange revenue. We deal with the broking community and companies coming to market or already listed on AIM or the Main market. We also look after our new training and consultancy business, investor relations (IR) solutions and EDX London - our derivatives business.

### How does the relationship between product development and marketing work?

Marketing used to be the last people involved. However, we have worked very hard internally to promote the importance of marketing and the product development teams now realise the value in involving us early on to determine positioning and key messages. We are currently in our most intensive period of product development ever and the focus for marketing in 2005 will be to grow the business through these new products and services.

Also, a lot of the marketing is done prior to the official launch of a product or service. We consult with our member firms and the market first of all to

ensure that our developments are the best solution for the market. In this capacity, we are the 'glue' that holds product development and sales together.

### How does marketing work with sales?

We are working increasingly closer with sales. As well as the 300 member firms and the two and a half thousand companies traded on our markets, we also need to communicate with the advisor, nomad, buy-side and retail communities on a regular basis. Increasingly, sales are relying on us to put in place channels for regular communication with these different audiences to ensure they get the information they need.

We are the 'glue' that holds product development and sales together.

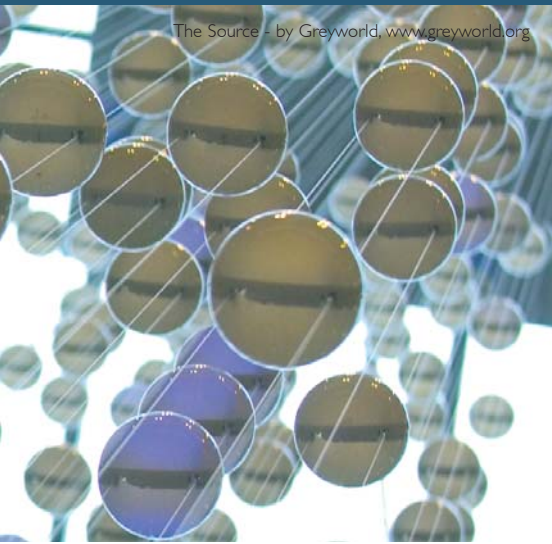
### How do you coordinate communications from different departments within the Exchange?

This is a challenge. We are developing a 'noise' chart, which will be used across the business. This allows everyone to see which communications are going out to who and when. We work hard to target our communication to avoid being seen as just noise.

### Which elements of the marketing mix does the Exchange use?

Most campaigns involve the whole mix of marketing activities. A large part of marketing's role is educating the market and we find that events and direct marketing, in particular, are a good means of doing that.





# The *Financial News* IT Excellence in Investment Banking Awards

## Cognito partners with *Financial News* to promote awards to the media.

For the second year running, Cognito was selected by *Financial News* to promote the newspaper's 'Awards for IT Excellence in Investment Banking - Europe'. The awards took place at Merchant Taylors' Hall in the City of London on Wednesday 22nd September 2004.



The awards, which were sponsored this year by the London Stock Exchange and Accenture, acknowledge institutional and individual success in the European information technology and investment banking industries.

The 14 awards categories were judged by a distinguished panel of over 40 banks, consultants, electronic brokerages and vendors from across Europe. The winners were evenly spread across some of the biggest names in the industry.

At Cognito's suggestion, *Financial News* took advantage of the presence of 200 leading members of the investment banking industry to conduct an interactive poll on key issues. The results were compelling: 35% said they had no contingency plans in event of terrorist attacks and 54% expected the London Stock Exchange to do a deal with a competing exchange.

Ahead of the event, Cognito worked with *Financial News* to promote the awards to target financial and technology publications, as well as national and broadcast newspapers. Cognito's PR supported *Financial News*' marketing activity, helping to create industry recognition for the awards and ensure participation in the event from high-profile banking and IT professionals, service providers and investors. Cognito secured publicity for the awards in key publications prior to the event, managed press onsite and promoted the success of the event and the winners. This ensured that *Financial News*, the winners and sponsors received a high level of coverage prior to and after the event.

Alex Blyth, Business Development Director, *Financial News* comments, "Once again, Cognito did an excellent job in promoting our awards to the broader media and helping to plan the event. We look forward to working with Cognito in the future."



Robin Gilkes, Chairman of Cognito, presenting the award for best outsourcing initiative.

## Meet the latest recruits!

It has been an exciting few months at Cognito, with a number of new recruits across our PR, design and marketing services.

### Chris Hall Head of Media Relations



Chris, Cognito's most recent recruit, has joined as Head of Media Relations, responsible for the quality, creativity and continual development of Cognito's media and copywriting services and programmes. Chris joins Cognito from GTNews, where he was Editor. Prior to this, Chris was Editor of bfinance.co.uk and Senior Researcher at Bank Relationship Consultancy where he produced several books, newsletters, reports and articles on banking and the payments industry. Chris has also written for The Treasurer, Real Finance and Sibos Issues as a freelance journalist. Chris' experience also comes from editorial positions at Dow-Jones, ICV and Reuters.

### Gabriela Ostrovsky Senior Account Manager



Gabriela joined Cognito in July when she moved to the UK from Argentina. Gabriela is a Senior Account Manager and coordinates the Executive Training department. She has more than seven years' agency experience including Associate Director at Links Communication and an Account Director role in Ketchum in Buenos Aires.

### Shahla Haque Account Manager



Shahla recently joined Cognito as an Account Manager. She has over three years' experience in marketing communications. Shahla joins Cognito from Omgeo, a solution provider for buy-side institutions and custodians, where she was responsible for a range of communications activity. Shahla knows the financial services industry well and has extensive experience in copywriting and promoting organisations as thought leaders in their field.

### Chris O'Hare Creative Services Manager



Chris, who joins as Creative Services Manager, is an experienced designer with a wide range of experience. Chris combines consistently high levels of creativity with strong project management skills, a meticulous eye for detail and business understanding. Before joining Cognito, Chris worked at Stylorouge Creative Consultants Ltd as a Multimedia designer working on project management, production and art direction.

## How is marketing changing as the capital markets develop?

One of the biggest changes in the capital markets currently is the advent of competition between the exchanges, which is being driven by the London Stock Exchange. In May 2004, we started offering trading in the most liquid Dutch securities. This move was driven by market demand; we consulted with the Dutch market and discovered that they wanted a trading alternative which we were able to offer.

With competition increasing, it is imperative that we continue to offer the products and services the market requires. To do this, we need to be in tune with our customers, prospects and the market as a whole. This is why our role as facilitators of communication to these audiences is so important. Since the launch of our Dutch Trading Service, marketing and sales have become much more interlinked which is very beneficial from a communications perspective.



## How have the new offices changed working at the Exchange?

I love the new offices. The floors are all open plan, which I think is great. Senior management are far more visible which helps with motivation and morale. Also having the TV studios inside the building means there are different people coming in every day, which is exciting. Even if you do run the risk of being caught on camera!

## What do you enjoy doing outside of work?

I love travelling. One great thing about London is its proximity to continental Europe. It is fantastic that you can be in a completely different country within a couple of hours.

Interview conducted on 22nd November 2004

## Sibos in Atlanta

### How to make your mark in the exhibition hall.

Sibos is one of the world's biggest banking events, providing a major opportunity for firms across the financial services industry to promote their services. This year's Sibos at the Georgia World Congress Centre in Atlanta, US, was no exception.

Each year, Cognito attends Sibos on behalf of clients and works with them to leverage the event's PR and marketing opportunities. Over 50 finance and technology journalists attend and more than 40 publications - including three daily papers that report on news from the event - are distributed onsite to 5,000+ delegates, making the opportunities for gaining profile boundless.

The 2004 theme for the Sibos conference was 'A Time for Growth' and with banks and vendors alike aiming to go bigger and better each year, this theme spilled over into the exhibition hall. Full of activities,



giveaways and prize draws, the five-day exhibition was definitely eventful. On the floor, you could get your picture taken in a life-sized cut-out, shoot some hoops, play blackjack or try out a motor racing simulator. There was even a mind reader on one of the booths.

As well as standard giveaways (a Euroclear sports bag being the most coveted), some of the most notable prizes included a Harley Davidson motorcycle and Yamaha golf buggy.

Onsite promotional material created by Cognito

At the end of it all, the Thursday night SWIFT party for all Sibos delegates is always spectacular. Held in the Georgia Dome, the venue was nothing if not impressive. Plied with free dinner and drink, thousands of banking professionals let their hair down and boogied. One was even spotted body popping on the dance floor.

## Cognito US Office

### Cognito's new US office signals an important step in the company's international expansion.

Cognito has represented clients in the US for some time. However, with a marked growth in demand for local representation, Cognito launched its US-incorporated subsidiary, Cognito Americas LLC., in November 2004.

Dan Houlihan, Managing Director, Citisoft Inc., a founding client for Cognito in the US, comments, "Citisoft has a strong and established relationship with Cognito in the UK, so the decision to work with them in the US was a simple one. We started our US operation in 2002 and we are delighted that Cognito has been able to grow with us. We look forward to mirroring the success we have had raising our profile with the UK-based press here in the US."

For more information please contact Dan Simon on +1 617 737 7750 or dan.simon@cognitomedia.com

## About Cognito

Cognito is a communications agency that specialises in finance and technology. Since 1999, we have earned a reputation for delivering excellent results through strategic and creative thinking, professional delivery and a commitment to clients' success. Cognito's services cover media, analyst, internal and crisis communications as well as marketing, training and creative services. Our experience is based on working for over 50 companies in the global financial and IT industries including the London Stock Exchange, Deutsche Asset Management and JPMorganChase as well as financial software companies and consultancies.

For more information, please visit: [www.cognitomedia.com](http://www.cognitomedia.com)

## Maximising your impact at industry shows

With Sibos 2004 behind us, it's time to start planning for Sibos 2005 which will take place in Copenhagen. As anyone involved in Sibos will know, planning is imperative to maximising the show. With next year's Sibos taking place a month earlier than usual, the time is quickly approaching to get those wheels in motion.

Often overlooked by exhibitors that focus on clients and prospects, the onsite publications can be used to raise your profile at the event, reinforce your messaging and communicate your news to a wider audience than the 5,000+ event delegates.

Cognito's dedicated Event PR Programme enables you to capitalise on the media opportunities that Sibos provides. The programme is open to

both existing and new Cognito clients and will deliver you a profile at Sibos 2005 that is head and shoulders above your competition. Here are a few Cognito pointers on how to get the most out of the media at events:

1. Start planning as early as possible.
2. Put together a pipeline of solid news stories to be distributed in the months running up to the event and at the show to secure 'on-the-racks' coverage in target publications.
3. Leverage PR opportunities with clients and partners.
4. Pre-pitch stories to journalists to secure meetings onsite.
5. Make your news announcements a focal point. Don't just announce them, make a presentation out of

them. Plan onsite daily events in conjunction with key news stories and messages to draw clients / prospects / journalists to the booth.

6. Promote speaker slots to the press, encouraging them to attend and place copies of the presentations in the press office.
7. Distribute a post-event wrap-up press notice summarising news announcements and speaker presentations and offer photos and follow-up with senior spokespeople to secure post event coverage.

For more information on our Event PR service, please contact Stefanie Davison on +44 (0) 20 7832 0800 or stefanie.davidson@cognitomedia.com