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## Corporate Communications, Media Relations and Executive Brand Building

### Historical Program Overview

Louis Capital Markets (LCM) is a global independent agency, broker-dealer providing execution, value-added sales, trading and research services on a variety of Equity, Commodity, Fixed Income and Foreign Exchange products.



JMRConnect was contracted in 2006 to build LCM’s brand in the U.S. At the onset, LCM comprised fewer than 10 staffers with one office on Wall Street. Over the next 2 years, through aggressive public relations, marketing and business development initiatives, LCM grew to become a leading, global broker-dealer with over 350 employees and offices in major financial hubs.

JMRConnect’s corporate communications strategy focused on: 1) Increasing corporate and executive visibility; and, 2) Generating awareness of LCM’s trading and research platforms.

At the heart of the program was corporate and executive brand building through media relations in national, financial and industry circles. From 2006 to 2008, JMRConnect established relationships with senior editors and key market reporters, resulting in consistent coverage in outlets including *Associated Press*, *Barron’s*, *Bloomberg News*, *Bloomberg TV*, *BusinessWeek*, *CNBC*, *Dow Jones News*, *Economist*, *Financial Times*, *Forbes*, *Fox Business Network*, *Investor’s Business Daily*, *Institutional Investor*, *The New York Times*, *Reuters News*, *USA Today*, and *Wall Street Journal*.

### Program Evolution

In 2008, given LCM’s successful global expansion in its core markets (equities, fixed income and derivatives) and due to the company’s planned expansion (commodities), JMRConnect aggressively altered the campaign to position LCM in the energy, oil & gas, and metals sectors.

National and financial media outreach intensified, as did industry-specific campaigns focused on these verticals. In addition to media, the program

#### RESULTS SNAPSHOT: Notable Events

St. Petersburg International  
Economic Forum

Institute of Energy  
Economics

13th Annual Washington  
Energy Policy Conference



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evolved to include speaking engagements at leading industry events, as well as commentaries on industry trends. Notable events included:

- St. Petersburg International Economic Forum
- Institute of Energy Economics
- 13th Annual Washington Energy Policy Conference

## Results

The media coverage alone that far exceeded LCM's expectations! Throughout the campaign, JMRConnect generated weekly news coverage and secured regular broadcast appearances on Bloomberg TV, Canadian Business Network, CNBC, Fox Business Network, and Marketwatch TV.



Similar results were seen with national and international print media, particularly the top financial publications and periodicals, as well as regional outlets. JMRConnect also leveraged wire services to reach the most diverse audience.

INVESTOR'S BUSINESS DAILY

**IBD**

Chicago Tribune

THE WALL STREET JOURNAL.

- **Wire Services:** AFX (Asia, Europe and U.S.), Associated Press, Bloomberg, Dow Jones and Reuters.
- **National Print/Online Media:** *Financial Times, Investor's Business Daily, New York Times, Wall Street Journal, Wall Street Journal Europe, Wall Street Journal Asia, The Global & Mail, The Guardian, International Herald Tribune, Times of London, Chicago Tribune, Los Angeles Times, and Baltimore Sun.*
- **Financial/Trade Media:** Issues based commentary/feature stories in *Barron's, Institutional Investor, Business Week, Marketwatch.com, TheStreet.com, StockMasters.com, The Daily Deal, Derivatives Week, M&A Journal, M&A Report, Hedge World, Fortune, Forbes, Wall Street & Technology, Active Investor, Advanced Trading Magazine, Investment Week, and The Hedge Fund Journal.*
- As part of the executive branding campaigns for Robert van Batenburg, LCM's Head of Global Research and Ed Morse, Chief Economist, JMRConnect secured a new segment of coverage in key industry trades as well as continuous coverage in many of the outlets above.
- **Energy, Oil and Gas Trades:** *Coal Outlook, Diesel Fuel News, Earth Magazine, Energy Economist, Energy Risk Magazine, Energy Trader, Gas Daily, International Gas Report, Metals Today, Oil Preview, Middle East Economic Review, Platt's Commodities News, Platt's Energy Week, Platt's Oil & Gas, and Platt's Metals Report.*
- **Byline articles** secured and placed in *Financial Times, Foreign Affairs Magazine and The New Republic.*

## RESULTS SNAPSHOT: Exposure

From 2006 to 2008, JMRConnect established relationships with senior editors and key market reporters, resulting in consistent coverage