

Financial Case Study

Campaign drives referrals and recommendation for global investment firm among C-Suite and Financial Professionals

Challenge

Drive referrals and recommendation among C-Suites and Financial Professionals for global investment firm

Campaign Recap

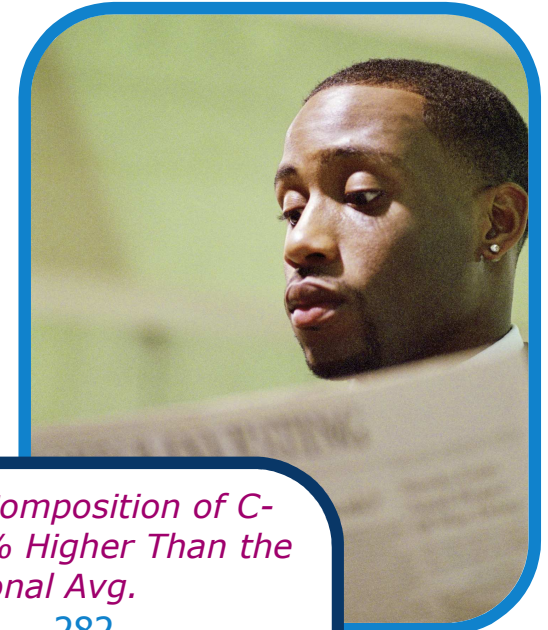
New York

4 weeks – May to June 2013

7a-3p; 10x per hour

Results

- **10%** of target audience recommended brand to clients and co-workers as a result of the campaign
- **54%** of viewers searched for brand online, discussed brand, and/or recommended the brand; almost double Captivate benchmarks



Captivate's Composition of C-Suites is 182% Higher Than the National Avg.

