



Public Relations & Enhanced Brand Recognition

Our Client

Brown Gibbons Lang & Company, a leading middle-market investment banking firm specializing in cross-border mergers and acquisitions.

The Business Challenge

BGL sought JTA's assistance to enhance its marketplace positioning with its burgeoning global deal-flow. BGL defined its communications goals as:

- Raising awareness of the firm's growing presence in cross-border global M & A activity
- Enhancing name recognition and reputation with the company's leading audiences, including business clients and targeted financial media
- Building the profiles of the firm's senior leadership team

JTA Results

JTA designed a multi-pronged approach to leverage BGL's firm expertise and create a communications platform program for its subject matter experts — with resounding success. The strategy drew on JTA's deep financial media contacts, BGL's impressive sector expertise, and their target media audiences to synthesize impressive business results.

Campaign Highlights:

- JTA organized and conducted a media teleconference briefing to support the release of a qualitative study on middle-market deal flow, direction, trends and issues. Our conference attracted reporters from trade and general circulation publications as well as wire services, and produced immediate coverage on the *Financial Times* web site and in the *Chicago Tribune*, as well as globally via Dow Jones and Reuters. Follow-up coverage included broadcast appearances on the nationally syndicated television program "First Business," WBBM-AM Newsradio's "WBBM Evening Business Wrap-Up" and others.
- Our team enhanced BGL's positioning with placements in media year-in-review/year-ahead stories that typically appear in many trades, producing coverage in *Mergers and Acquisitions: The Dealmaker's Journal*, among others.
- We implemented a subject matter expert campaign for sector leaders and firm spokespeople. This included coordinated desk-side briefings for BGL executives with key industry reporters and editors including those at *Buyouts*, *Private Equity Analyst*, *The Deal* and *Treasury* and *Risk Management*, resulting in coverage, relationships, and additional business opportunities.
- JTA wrote a by-lined op-ed piece that we placed in *Crain's Cleveland Business*, which positioned BGL leadership as acutely tuned in to global opportunities for Ohio businesses.