Media Relations: Leveraging a Strategic Partnership

Global Financial Services Company

Situation

A global payments technology company that facilitates a more efficient payments process between banks and corporations was launched in 2009 as a joint venture between a major credit card provider and one of the top U.S. commercial banks. Although its offering was deeply beneficial to the banks and corporations it served, this newly formed financial service company faced a challenge, in that it needed to partner with larger global banks in order increase its perceived value to prospective clients. At the same time, many industry stakeholders questioned whether this new entity would be able to attract these larger, yet rival banks to its network. In 2011, however, this financial service company successfully joined forces with one of the world’s top three commercial banks.

Goals

Maximize the impact of the announcement of this new financial services entity’s offering and partnership with a global banking powerhouse to build greater awareness. Strengthen its positioning as a major player in the banking payments space, fortifying its ability to secure new clients.

Strategy

Leverage the global bank’s reputation as one of the top three U.S.-based global banks to elevate our client’s status from a small player to a major force among its key stakeholders within the banking and corporate communities.

Messaging & Execution

Position the newly-formed payment processing company and the global bank partnership as an astute business move on the part of both companies, enabling each to capitalize on the benefits such a partnership provides to their customers within the banking and corporate community worldwide.

- **Select media relationship** – Worked in advance to secure numerous briefings with select reporters who regularly reach the payment processing company’s key stakeholders, assuring significant media attention at the time of the announcement.

- **Aggressive media outreach** – Approached numerous reporters in the banking payments space with a carefully crafted message in order to publicize the addition of the global bank to the payment processor’s network and the benefits of such a partnership.

- **Social strategy and content** – Counseled the payment processor’s marketing team in creation of a branded Twitter handle; wrote Tweets to be disseminated at the time of the announcement that showcased key aspects of the announcement; composed blog post for the founding credit card company’s website on announcement.
Outcomes

- Coverage on the partnership announcement appeared in 50+ outlets.

- Through a relationship secured by advanced outreach, a reporter for *American Banker* commented in a feature article that the addition of the global bank secured the newly-formed credit card processing company’s place in the corporate payments space.