



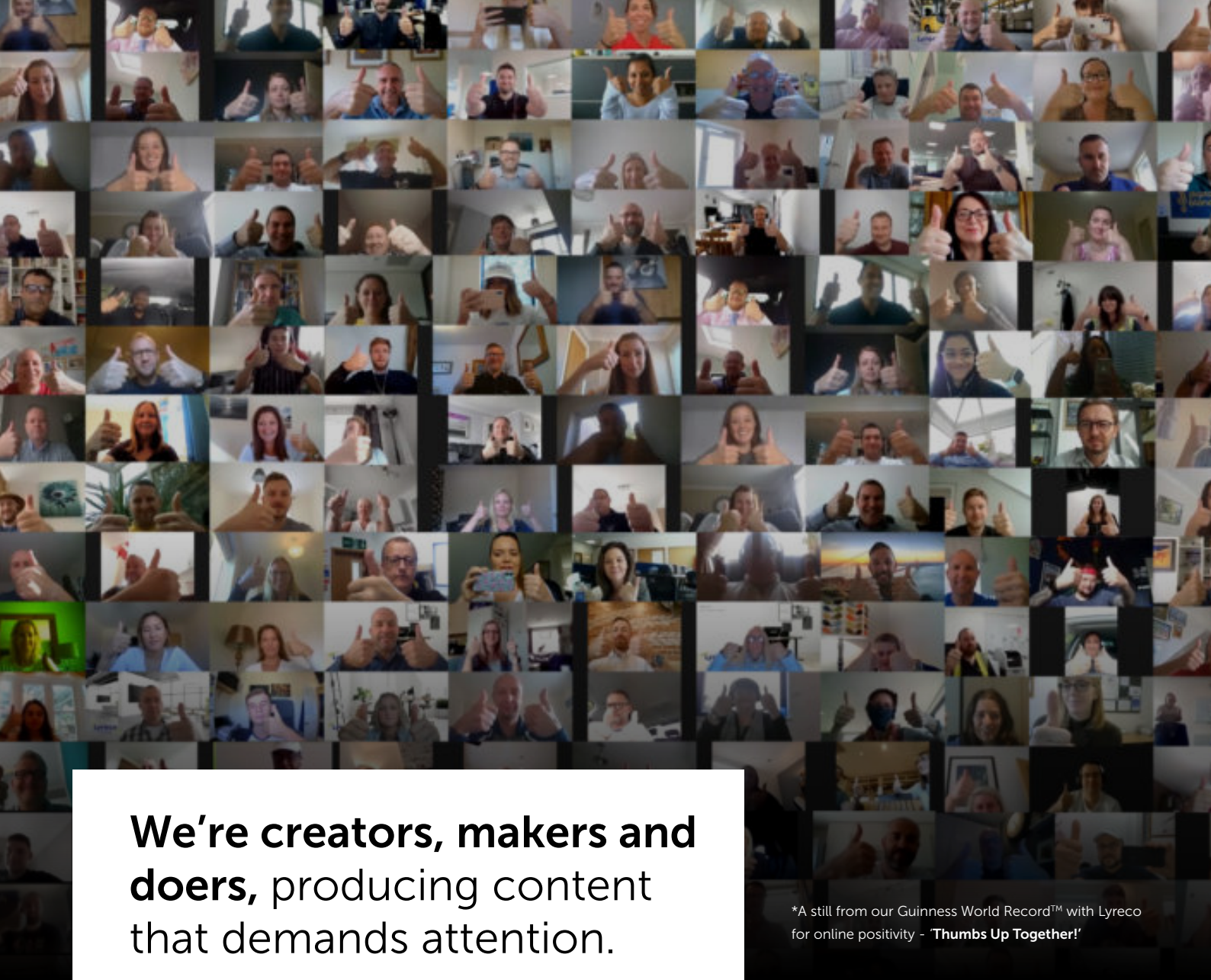
# Smart & **CREATIVE**

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B2B Tech Marketing  
for Growth

**2022**

[www.ditto.tv](http://www.ditto.tv)



**We're creators, makers and doers,** producing content that demands attention.

\*A still from our Guinness World Record™ with Lyreco for online positivity - 'Thumbs Up Together!'

**The world has changed. Now, more than ever, your message needs to be clear and engaging. At ditto, we keep you selling, with the creative tools to build your pipeline and develop your business.**

We deliver strategic end-to-end campaigns that help Heads of Sales and Heads of Marketing meet their revenue targets and scale their firms.

Specialising in emerging technologies, we work with start-ups and major brands to deliver everything from one-off projects to ongoing drum beats. As a digital native agency, we know exactly how to activate global campaigns and reach your customers all over the world.

We are your complete remote marketing department with the smart creative, insights and techniques to deliver results. We help your business grow.

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ditto - Smart Campaigns. **Delivered.**





## Our Work Helps You Think Bigger

We help firms sell, even when they can't be in the room. Our remote marketing solutions build brand awareness, generate leads, deliver sales support, and win new business for our clients.

From virtual events streamed via Zoom and LinkedIn Live, and shared across social media, to white papers that demonstrate your thought leadership, we produce content that makes you the go-to choice in your market.



**White Papers  
& Editorial**



**Video  
& Animation**



**Network  
& Virtual Events**



**Websites  
& Digital**



**Social  
& Media**



**Campaigns  
& Strategy**

# Just a few of the fantastic clients we're proud to work with...

We've been delivering campaigns that connect for 14 years, and counting...

We work with firms from across the world of finance, from the biggest names to the disruptors of tomorrow.





## Baton

Post-Trade • Redefined

### The Client:

Baton Systems is a global software company using a distributed ledger-based platform to revolutionise how payments are made in the world's largest financial markets.

### The Challenge:

To transform the naming and messaging for Baton's highly complex suite of solutions whose attributes were poorly understood by the market.

To find out more: [VIEW PROJECT](#)

**“Ditto helped Baton Systems establish a contemporary and relevant identity with our target market. They bring fresh ideas combined with sector expertise to their work. Their focus on deliverables, their energy and their discipline all contribute to a highly productive relationship.”**

– Alex Knight, Head of Global Sales & EMEA, Baton Systems

### Case Study:

## Corporate messaging, branding & product positioning

### The ditto approach:

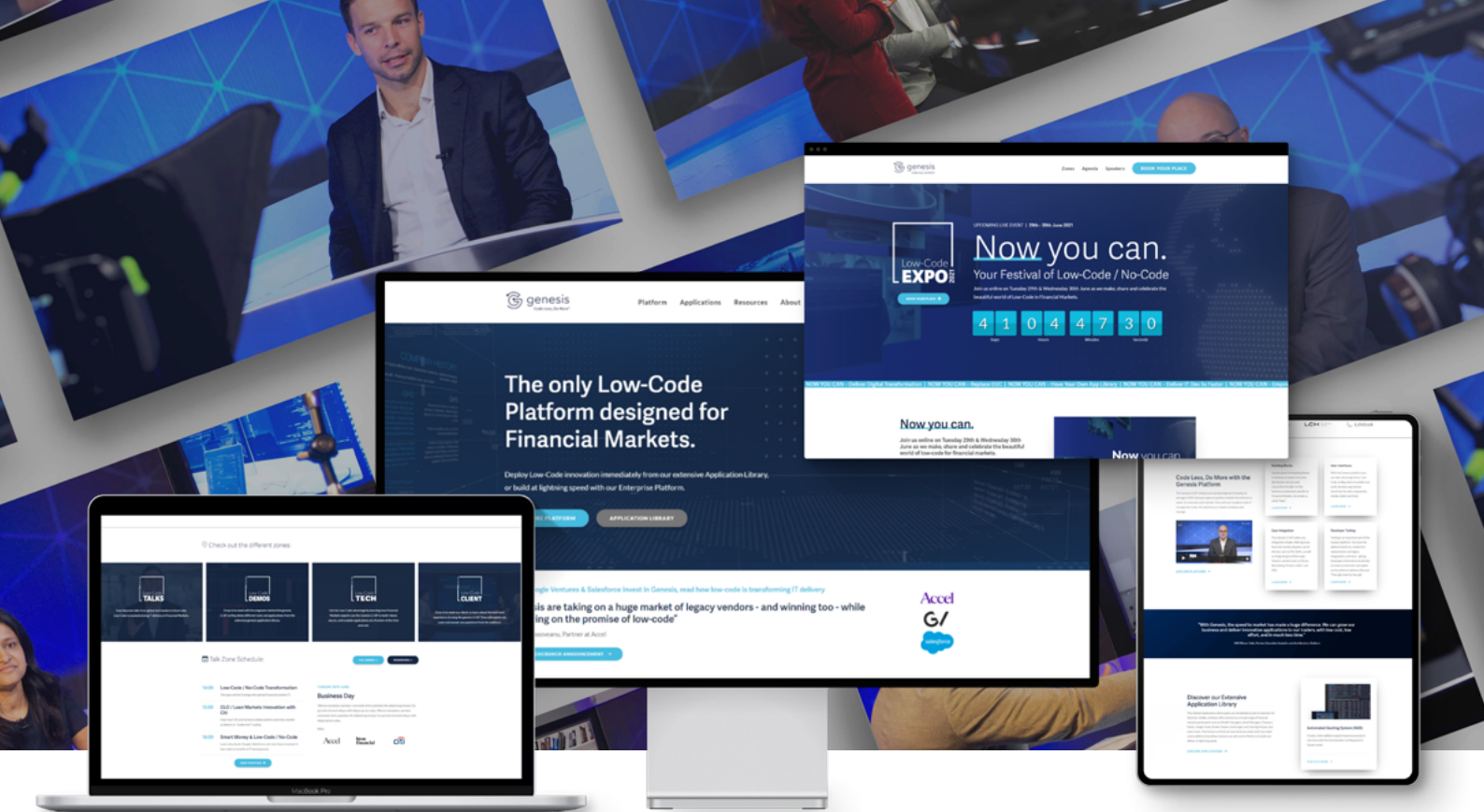
The Baton brand had remained the same since the company's launch in 2016 and no longer reflected the company's product offerings or state-of-the-art technology. ditto helped Baton to develop the messaging, branding and naming convention for the entire suite of Baton's solutions.

In order to articulate complicated and highly technical value propositions in user-friendly language, ditto consulted with the company's executive team and with senior market participants over a period of several months, developing an in-depth understanding of Baton's technology and its applications. From this was created the Baton 'CORE' series of products, Core-FX, Core-Collateral, Core-Payments and Core-Collateral, reflecting the key attributes of collaboration, connectivity and control.

ditto created a new set of messaging collateral including use cases, industry articles, white papers and supporting videos – all housed within a newly developed website for all of Baton's products, reflecting its new branding.

Additionally, as the basis for a content-rich, year-long marketing and sales generation campaign, ditto created 'PAY21 – Transforming FX Settlement and Cash Management', a quarterly, rich media broadcast of interviews, keynotes and product demos, in collaboration with senior leaders across the markets from organisations including CFTC, the Bank for International Settlements and Citi.





#### The Client:

Genesis, a long standing client of ditto, is a global technology company which has developed the first low-code application platform specifically for financial markets.

#### The Challenge:

With lockdowns preventing international travel between offices in Europe and the Americas, making face-to-face meetings impossible, Genesis was looking for a way to access markets and increase engagement with their 'tribe' across the world.

To find out more: [VIEW PROJECT](#)

Projects are always approached with great enthusiasm, care and a focus to deliver on-time and within the agreed budget. The ditto team are always responsive, adaptable, agile and reliable – a real pleasure to work with.

- Felipe Oliveira, COO, Genesis Global

#### Case Study:

### Increasing **brand awareness** and **customer engagement** in new and existing markets

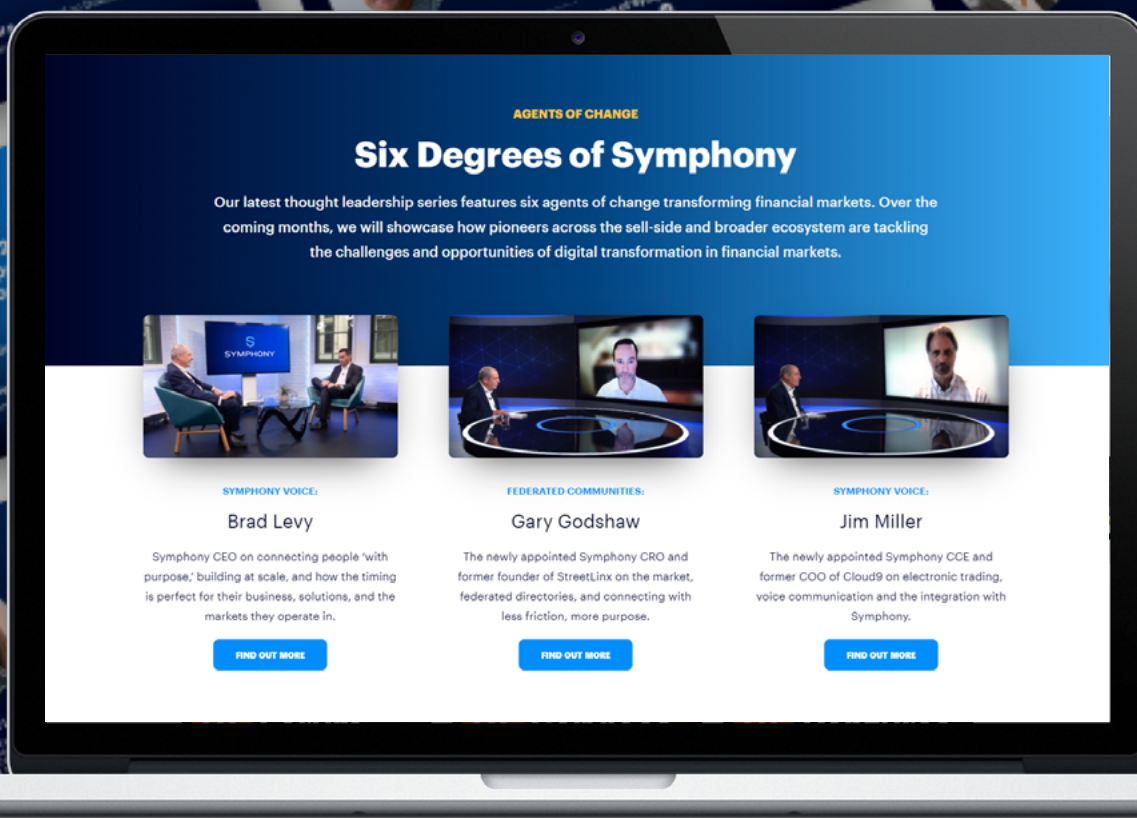
#### The ditto approach:

ditto created the Genesis Low-Code EXPO series, a multi-media campaign consisting of alternating monthly business and technology-focused shows streaming across LinkedIn and YouTube and culminating in a virtual two-day festival of low-code: 'Now You Can'.

Designed to educate and demonstrate the transformational nature of low-code/no-code in financial markets, the shows delivered an immersive virtual experience combining live demos, client interviews and animations showcasing how the Genesis platform is transforming IT delivery. With high-profile guests from client and partner organisations such as Citi, Bank of America, ING, Google Ventures and Linux Foundation, the shows were designed to leverage audience interaction and increase brand awareness.

Supported by social media campaigns, metrics from each show were tracked, measured and analysed to ensure that Now You Can was a key component in Genesis' pre-sales support, sales and marketing campaigns. Genesis has now successfully raised a \$45m Series B to redefine low-code for enterprises.

Following a successful series of shows, ditto devised and launched Genesis TV, a free, on-demand suite of low-code/no-code content. Genesis TV is built on ditto's Zngly platform, a unique content management centre designed to host marketing content and allow interested parties to browse use cases, tutorials and videos.



#### The Client:

Symphony is a secure, compliant markets infrastructure and technology platform with a community of over half a million financial markets professionals.

#### The Challenge:

To communicate to the market Symphony's evolution from an instant messaging service to a multi-functional workflow collaboration platform for financial markets.

To find out more: [VIEW PROJECT](#)

#### Case Study:

### Corporate messaging and thought leadership

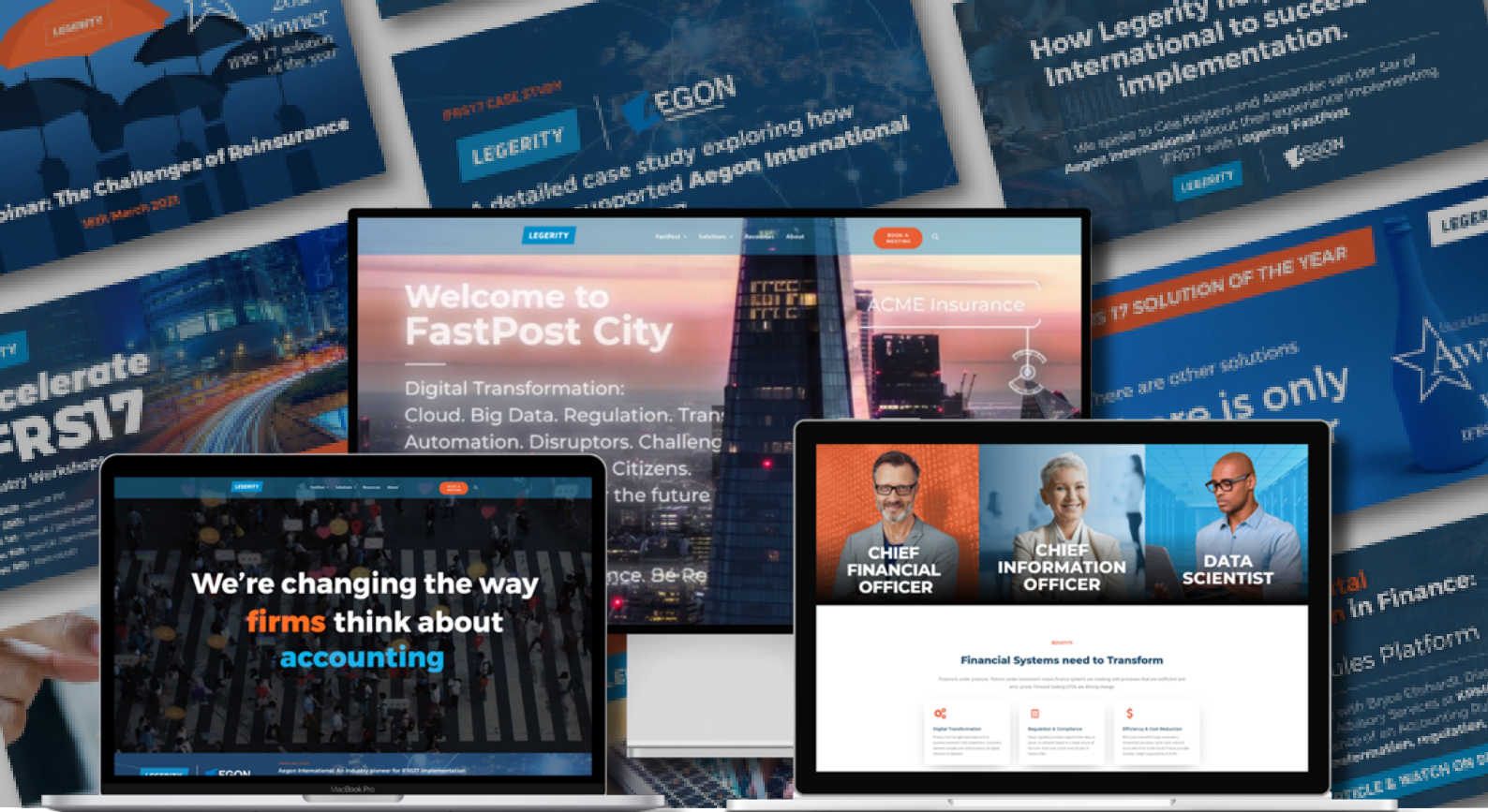
#### The ditto approach:

To demonstrate Symphony's journey from an instant messaging platform to a transformational force in financial markets, ditto launched 'Six Degrees of Symphony', a platform designed to demonstrate the company's position as a thought leader and transformer of financial markets and 'Tech4Fin' a campaign positioning the Symphony brand as a technology innovation hub.

For 'Six Degrees of Symphony' Michael Imeson, Senior Content Editor at Financial Times Live, conducted a series of video interviews with Symphony's leadership team, partners and clients, including Jim Miller, former COO of Cloud 9 and Gary Godshaw former CEO of StreetLinx – both now part of Symphony – to show how pioneers across the buy-side, sell-side, and broader ecosystem are tackling the challenges and opportunities of digital transformation in financial markets. For the interviews, Symphony worked closely with FINOS, the Fintech Open Source Foundation, and with Goldman Sachs.

'Tech4Fin' was designed to target wealth management firms and buy side front and back offices, helping them to understand Symphony's value proposition as technology with innovative workflow capability.

Interviews were supported by long-form editorial and vox pops and became part of a concerted social media campaign.



## LEGERITY

### The Client:

Legerity is an award-winning global software company whose FastPost platform specialises in finance transformation for banking, insurance and telcos.

### The Challenge:

Legerity created a FastPost solution specifically to address Insurance Accounting regulation IFRS17. Ditto was charged with building brand awareness for FastPost, enabling Legerity to establish itself as a thought leader in this space and to compete with more established names in the market.

To find out more:

[VIEW PROJECT](#)

“ditto helped us find our distinctive look; delivered effective marketing across webinars, white papers and video marketing; and allowed us to go into the market and win.

- Jeremy Wood, CEO & Founder, Legerity

### Case Study:

## Bringing a brand to life

### The ditto approach:

Ditto developed a marketing strategy for two product categories, FastPost for Insurers and FastPost Express for IFRS17. As well as ensuring that the naming convention and branding represented the products' core benefits, ditto created a digital resource hub designed to communicate Legerity's expertise whilst demonstrating its agility as a cloud-native fintech. Ditto was also instrumental in developing a 90-day methodology for the implementation of FastPost Express.

The range of resources included explanatory videos, white papers, industry articles, social media assets and a rich media broadcast of interviews, product demos and industry insights, featuring industry expert Lisa Wardlaw, formerly of Farmers' Life and guests from Aegon and KPMG.

Building on the FastPost for Insurers campaign, a number of major new clients were onboarded including Aegon, Fidelity Life and Swan.



# CAMPFIRE

## TECH, ART & CULTURE

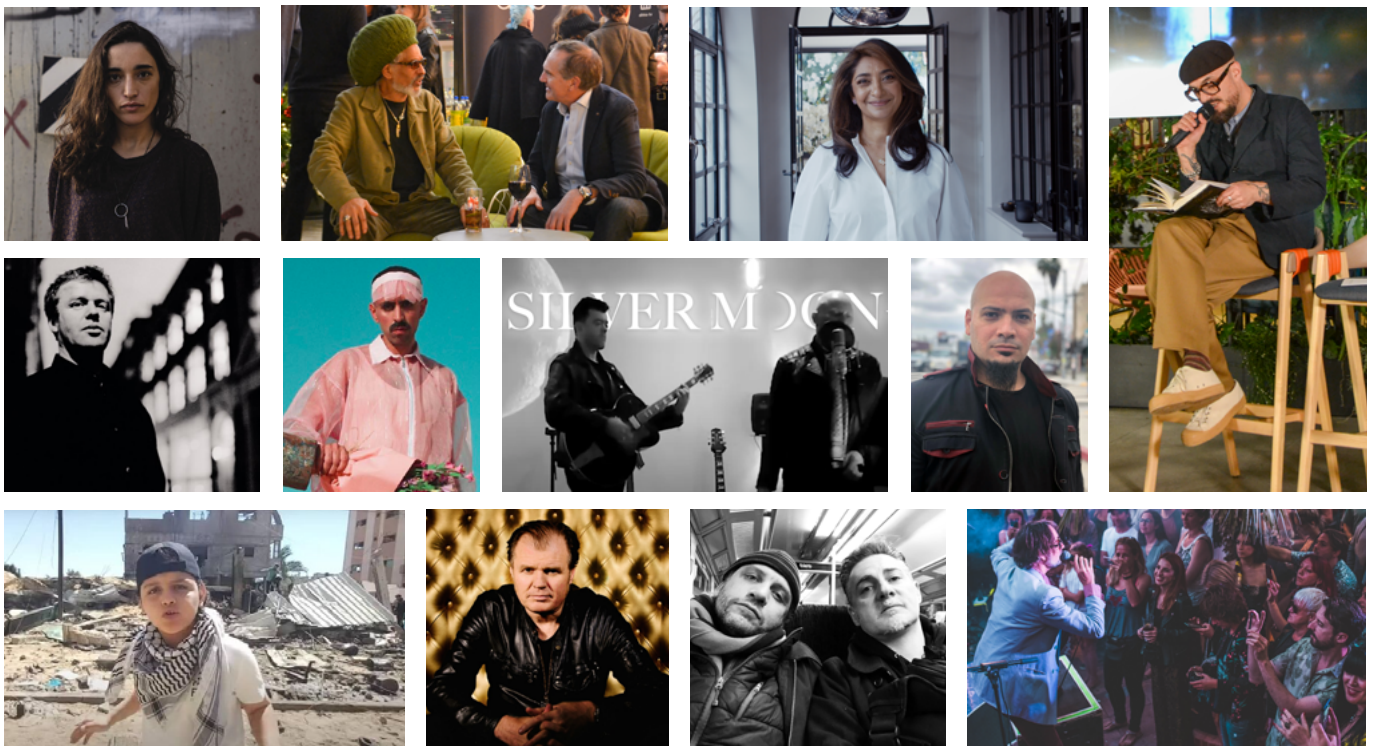
**The vitality of Tech, Art & Culture is at the core of what we do at ditto.**

We bring together the leading voices, taste makers and opinion shapers in film, music, technology, fashion and publishing to share ideas.

We call it Campfire. It's our tribe, and open to all.

To find out more about our upcoming Campfire Events and Subscribe to our Weekly Newsletter:

[CLICK HERE](#) 



Want to get involved and be a guest at Campfire? If you would like to share your story, project or adventure please get in touch - drop us an email at **control@ditto.tv**



# Start the **Conversation**

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Get in touch at **control@ditto.tv**

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