



# Case study



## THE CHALLENGE

### Enhancing reputation in institutional markets

ILIM has long held a dominant market position in the Irish retail investment market. They wanted to take that expertise into institutional markets, particularly into the rest of Europe and North America. But their marketing resources were small and focused on the domestic Irish market.



## OUR SOLUTION

Sandra and the ILIM team first commissioned us to research and write a **healthcheck** recommending a content strategy aimed at institutional investors. This was an in-depth process that took around four months and culminated in a content programme that took us around a year to complete. Kathryn from our Glasgow team worked with ILIM to develop the full suite of **marketing collateral and white papers** to support the marketing of their factor investing and indexation strategies. We then worked with the digital team to **rewrite the website**.





## THE OUTCOME

ILIM's institutional proposition has been transformed in the past two years with a range of marketing materials that reflect the sophistication and insight of their strategies. We're proud to have worked with Sandra and her team on the project, and we continue to support them with regular content each month.

"Copylab has worked with ILIM in developing and producing marketing collateral for our core distribution channels across retail and institutional markets. They demonstrated a strength of investment and market knowledge which supported our investment teams with content writing that is clear and appropriate for our target audience. Using the Digital copywriting team they have also worked with us in developing our external website partnering with our website developers. We continue to work with Copylab on various marketing content on a monthly basis and would recommend Copylab to other fund management companies."

*Sandra Rockett, Director – Wealth and Corporate Distribution, Irish Life*

