

# Case study



## THE CHALLENGE

To create fresh, ESG-focused marketing content and an ESG report for private equity firm Norvestor.

Norvestor is a Norwegian private equity company that emphasises responsible and ESG-driven investment. Although Norvestor has one of the most talented investment teams in the Nordics region, they felt they weren't conveying the success and innovation of their portfolio companies as effectively as they could be. In an increasingly competitive marketplace, they also wanted to define their high-tech, high-innovation companies and set them apart by telling their ESG stories.



## OUR SOLUTION

- Create a tone of voice document for the company
- Rewrite much of the existing website copy
- Create an implementation plan
- Write an in-depth ESG report on Norvestor's portfolio companies

The first step was to create a **tone-of-voice document**, so that everyone at Norvestor could have a clear understanding of how the company would now communicate. Rewriting much of the company's website copy was next, followed by a content strategy plan.

For Norvestor, it was crucial that they would be able to build on the work we did for them, so we gave them clear guidance on how to let their stories and investments shine through excellent writing and the smart use of **social media**.

The tone-of-voice (TOV) document was the result of extensive interviews with key people in the Norvestor team, followed by an in-depth consultation internally at Copylab. We also analysed Norvestor's key competitors in the Nordics region to ensure we created a guide that was both distinctive and practical, with relevance across all of Norvestor's written material.

Using the principles in the TOV document, the **website rewrite** brought Norvestor's fascinating team and portfolio companies to life and encouraged engagement. The aim of the **implementation plan** was to provide a wealth of information on how Norvestor could optimise their presence on LinkedIn, write attention-grabbing press releases, and otherwise increase engagement with their key audiences.

For the final stage of the project, our team researched, wrote, designed and oversaw production of Norvestor's **ESG report**. In an endeavour that included everything from choosing the font to interviewing leaders of Norvestor's portfolio companies, our team produced a distinctive, thoroughly researched, not to mention beautifully written and presented, **ESG report**.



## THE OUTCOME

Norvestor's overhauled website has crisp, engaging copy that breathes life into the stories of its many portfolio companies.

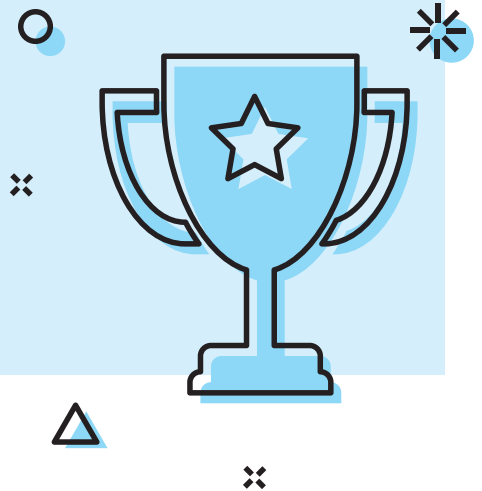
Whether they're writing a press release or creating a LinkedIn post, the team at Norvestor has a clear roadmap for communicating on behalf of the company and can do this with confidence.

The company's ESG report shows in detail how responsible and sustainable investing is crucial to Norvestor and its portfolio companies.



## AWARD

Norvestor won recognition by the CFI as best sustainable equity investor, Nordics, 2020 and the clear communication around their ESG commitment played an important part in this.



## TESTIMONIAL

"We really enjoyed working with the team at Copylab. Their combination of professionalism, deep sector knowledge and creativity ensured they understood quickly where we were coming from, and how to turn that into a distinctive, compelling message. We'd recommend them strongly for any FS company looking for original, insightful content about ESG or other investment topics."

*Olav Osland Vik-Mo, Partner and COO at Norvestor*

