

Client details:

Founded in 1994, Threadneedle is fully-owned by Ameriprise Financial, a publicly quoted investment company that is listed on the NYSE. We manage assets on behalf of clients across Europe, Asia and the US, including pension schemes, insurance companies, private investors, corporations, mutual funds and affiliate companies. Our dedicated investment team covers all of the world's major markets and asset classes - from equity, fixed income and property to absolute return and alternative investments. We are currently responsible for more than £60 billion of assets on behalf of our client base.

General event info:

8 x 3D screens in the Broadgate WOW Lounge including the WOW zone Cheoptic unit and 4 x 2D screens airing live news feed from 1st October to 31st December 2010. The event has been a huge success and we were also able to launch our screens a few days early.

Objective:

To raise Threadneedle's profile and to generate awareness

Process:

We supplied Balfour a poster creative which Balfour then animated and adapted to make the best use of the media. This was a consultative process and we were able to liaise with the production team at Balfour to ensure that the final creative reflected our brand.

Service:

The initial approach was a cold call - the explanation of the project was clear and concise and the Balfour website was a great help in understanding what the media was looking to achieve. The client service and production has been an outstanding - given the new medium being employed, the production staff have been very accommodating and helped to produce an outstanding advert that promotes Threadneedle's brand in an engaging and effective way.

Result:

The finished media looks fantastic and is a great addition to Threadneedle's brand strategy for 2010.

Closing quote:

The Broadgate WOW Lounge offered Threadneedle a dramatic new way to communicate our brand to the market place. We are always looking at innovative ways to engage and interact with our clients

and the WOW lounge was a great addition to our media strategy for 2010. The team at Balfour were a pleasure to work with and effectively adapted our existing material to make the most of this exciting new media.

Press coverage:

We had a press launch where 3D glasses were crushed to launch these new 3D screens which can now be seen without the aid of glasses.