

CAPITAL INSIGHTS

Euro marketing—draft

December 7, 2005

a) better intro delineating
What's the big deal?
~~set~~ set the stage,
b) re-org. quotes by
topics * * [see
attached]

European Marketing Management Committee

Planning an institutional client marketing strategy

Half style
as led

How do you market to institutional clients in a region as diverse and dynamic as Europe?

That's the ongoing challenge for the European Marketing Management Committee. Here, the five members of the committee ^{explain} talk about how they approach their demanding role.

Planners are doers

1

"We don't have any full-time planners. That, we believe, is a real competitive advantage. The ^{associates} people who do planning also have ^e real jobs ^a doing the work, and that's what keeps us grounded. That ^s is a difference." ^M Stephen Gosztory

A longer planning horizon

2

"Within the marketing area, our time horizon for planning is different than at other firms. We look out much further. We don't operate on short-term revenue or revenue targets. Rather, we think of building a durable franchise. We believe that having a longer horizon and a ^{much} more patient strategy is a competitive advantage." ^M Stephen Gosztory

bullet list?
Organize/ Summarize for reader

Entering a new phase

3

"We've had a period of fantastic growth in Europe from the mid-1990s through last year ¹/_M mostly in the U.K. but also on the continent. We made good decisions, such as deciding in the early 1990s to focus on consultants, who are the gatekeepers for U.K. institutional business. We rode a wave of success that lasted 10 years and saw huge growth. The planning ^{at the beginning of the wave} then was focused on how to capture those opportunities. Now it is ^{about} ~~more related~~ to consolidating our franchise and diversifying beyond the market segment ^{already} that we've established in the U.K." ¹/_M Philippe Debosque

Q: be more specific?

Addressing a multi-country environment

4

"In Europe, Capital is ^{at} in a different point in the development of our markets than ^{we are} in the United States, which is a much more mature market. We also look at our world on a country-by-country basis, because each is a quite distinct market." ¹/_M Claire O'Donnell

Different markets at different stages

5

"We're lucky that we're in ^{that are} many different markets at different stages. That provides us ^{in relation to us} with a wide range of opportunities. There are countries where our growth has been very gradual, like the U.K. ^{by now} it's pretty mature. At the other end ^{of the spectrum are markets} are countries such as Spain and Italy, ^{there is still small} with potential but where we have ^{our} tiny representation. In between are such as France, Germany and Holland, ^{which are} all at different stages." ¹/_M Keith Baker

Q: means growth, but better to say "our business is mature"?

Q: OK?

NOTE: I don't think this is a strong quote... delete?

Euro Mktg section/Winter 2005 Insights

a) I suggest writing a 2-3 paragraph intro to introduce readers to "institutional" ~~market~~ ^{biz area} (maybe give an example of ~~the~~ clients/companies w/ instant global name recognition) AND to explain marketing function too. Set the stage, esp. for the 2,000 new assoc. who've joined in the last 2 years or so.

b) I suggest grouping string of quotes into three areas by theme w/a snappy unifying subhead. Plus delete weaker quotes.

Here's my take on the concept:

[to give CONTEXT]

↔ Cricket vs. frisbee: The European playing field
[a contrast between European & American sports]

(3) (4) (5) (7)

[how we do it differently]

Us vs. them: The Capital difference

(1) (2) (8) (10) (11) (12) (16) (9)

There's more at stake than results

(13) (14) (17)

[I think quotes 6 and 15, maybe 9 s/b deleted]

Ascot vs. the Kentucky Derby
Wimbledon vs. the U.S. Open
The hunt vs. rodeo