

BlissPR / Victory Capital Management - Analyst, Chief Market Strategist and Portfolio Manager Media Program

Challenge

Distance unit from stigma of “being owned by a bank” and raise visibility equal to a Wall Street firm.

Strategy and Action

BlissPR media trained 36 spokespeople—including 20 analysts—and worked with them to develop key messages. We arranged interviews with top tier media for articles ranging from earnings and FOMC announcements to profiles of Victory Capital Management, spokespeople and funds.

Results

As a result of the campaign, Victory was mentioned in the media approximately 245 times per month or roughly 8 times per day. Coverage appeared in top tier media outlets including the Wall Street Journal, New York Times, Barron’s, Associated Press, Dow Jones, Reuters, CNBC, and Bloomberg TV.



B L I S S P R

