

Jefferies and Company Case Study

The premier investment bank to the middle market was successful through a management philosophy of intelligent opportunism and entrepreneurial commitment to getting deals done. They were a scrappy firm that focused on small to mid-sized companies.

Historically, small to mid-sized businesses generate a disproportionate amount of jobs, patents and contribution to the GNP. ConstellationNY re-expressed that success in the mid-market as 'The Engine of The Economy'.

Our understanding of senior management told us to make each message as clear, dramatic and muscular as possible. When they are strong and elegant, they never feel like they are 'selling' something. These messages contain information that any CEO or CFO should want to have. We decided that their print messaging should contain only three elements: the Jefferies brand, the value prop and a third-party validation or fact.

We created messaging architecture which incorporated the relevant types of executions: Manifesto, Industry Group, Tombstone and Collage, Recruitment, Event and Ranking. Additionally, we did the collateral for their Aerospace Unit.

In 2010 new management joined the Global IB and we re-freshed the campaign to highlight the firm's move towards lead manager of significantly larger deals.