CREDENTIALS

Experts in Finance Content Marketing
WHY WE’RE DIFFERENT

• WE ACTIVATE CONTENT PUBLISHING PROGRAMMES FOR FINANCE BRANDS GLOBALLY.

• WE WORK IN FINANCE EXCLUSIVELY WITH 20+ YEARS EXPERIENCE.

• WE SUPPORT OUR CLIENTS FROM STRATEGY AND EDUCATION THROUGH TO DELIVERY AND DATA.
OUR SERVICES

1. STRATEGY
   We identify and build relevant audiences and drive them down through the sales funnel.

   Through the production of sustainable, scalable global content marketing programmes.

2. CONTENT CREATION
   We produce high quality, compelling content with impact.

   Utilising a variety of content formats from short and long-form editorial, white papers, videos and podcasts, to arresting imagery, impactful social posts, infographics, interactive charting and animation.

3. DISTRIBUTION & PAID MEDIA
   We plan, purchase, optimise and measure social media amplification.

   Through the targeted distribution of content, optimised to deliver the greatest return on investment.

4. SEO
   Content programs and SEO are inherently linked and keywords/phrases are at the heart of good SEO.

   We ensure content is found by the target audience and we use search activity to inform the topicality of the content created. Our approach means content is seen but we also find gaps in conversations for our clients to own.

5. TECHNOLOGY
   We ensure the digital platform is fit for purpose as a content destination.

   From website design, journey pathing, data visualisation, web and mobile application development and hosting facilities.

6. RESEARCH
   We develop global insights to inform the strategies, tactics and approaches for our clients.

   Bespoke research reports are created to provide comprehensive global insights into both clients and industries.
THE COMPANY
WE KEEP
Global Content Marketing
Social media strategy and amplification

The Dubs created and launched ‘Our Thinking’ ASI’s global content marketing programme. Since inception the programme has grown in both scale and maturity and is now published and amplified globally to over 20 markets.

In addition to distributing and promoting content, The Dubs packages ASI’s brand images, responsive charts, immersive data modelling tools and long form editorial articles.

We also manage ASI’s social media strategy and amplification for the global sponsorship team with the objective to grow brand awareness amongst new and existing audiences.

We have created an owned audience of over 275K users across their social media platforms.
Global digital marketing strategy
Creative direction and content provider

The Dubs team of digital strategists, media buyers and creatives work with First State Investments on a daily basis as its global content and social media agency providing ongoing daily support to the global marketing programme across multiple regions and languages.

In 2018 FSI engaged the The Dubs to promote their Diversified Growth Fund. The Dubs launched the digital campaign Diversified Growth Fund: A Smart Evolution. The campaign exceeded expectations, surpassing campaign targets by 46% - more than any other First State Investments digital campaign.

Winner of ‘Most Effective Digital Marketing Award’ at the Financial Services Forum Awards 2018.
AVIVA INVESTORS

Podcast and immersive content provider

The Dubs work with Aviva Investors’ content team to create regular audio podcast content for its online content hub AIQ Magazine. The Dubs also supports the business in the creation of immersive longform article design and development and various data visualisation projects.

Aviva Investors wanted to break the habit of providing data to clients in the standard format of overly-complex charts so together we created The Little Book of Data.

At over 80 pages The Little Book of Data contains 40 curated data visualisations each redrawn and colourised to create a unified visual approach. A fresh approach breaking through the content noise with the traditional medium of print.

“Boring, made beautiful. The attention to detail and tenacity is commendable”

DAMIAN TOTMAN, GLOBAL CREATIVE DIRECTOR - BLOOMBERG
GET IN TOUCH

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