

PUBLIC RELATIONS | CONTENT MARKETING | BRANDING

# Financial Services Communications Specialists

## Build Brands | Drive Growth

### ABOUT

We are an integrated public relations, content marketing and branding firm focused on the asset management, fintech, impact investing and private equity and venture capital industries.



### Building Brands

We help companies build unique brands through research, positioning, design, and integrated, content-driven public relations and marketing programs.

### Telling Stories

The heart of our mission is helping our clients tell their stories. As a specialist in working with financial services firms, we have a deep understanding of the industry and are able to help clients identify and articulate their key differentiators and value propositions.

### Driving Growth

We utilize our in-depth industry knowledge, experience and connections to execute strategic communications programs that help our clients meet their objectives of building strong brands and driving growth.

[BackBayCommunications.com](http://BackBayCommunications.com)

### CONTACT

Bill Haynes, Founder and CEO  
617-391-0790  
bill.haynes@backbaycommunications.com  
20 Park Plaza, Suite 801  
Boston, MA 02116

Stephen Fishleigh, Director  
+44 (0) 203 475 7552  
stephen.fishleigh@backbaycommunications.com  
14-16 Great Chapel Street  
London, W1F 8FL

BOSTON

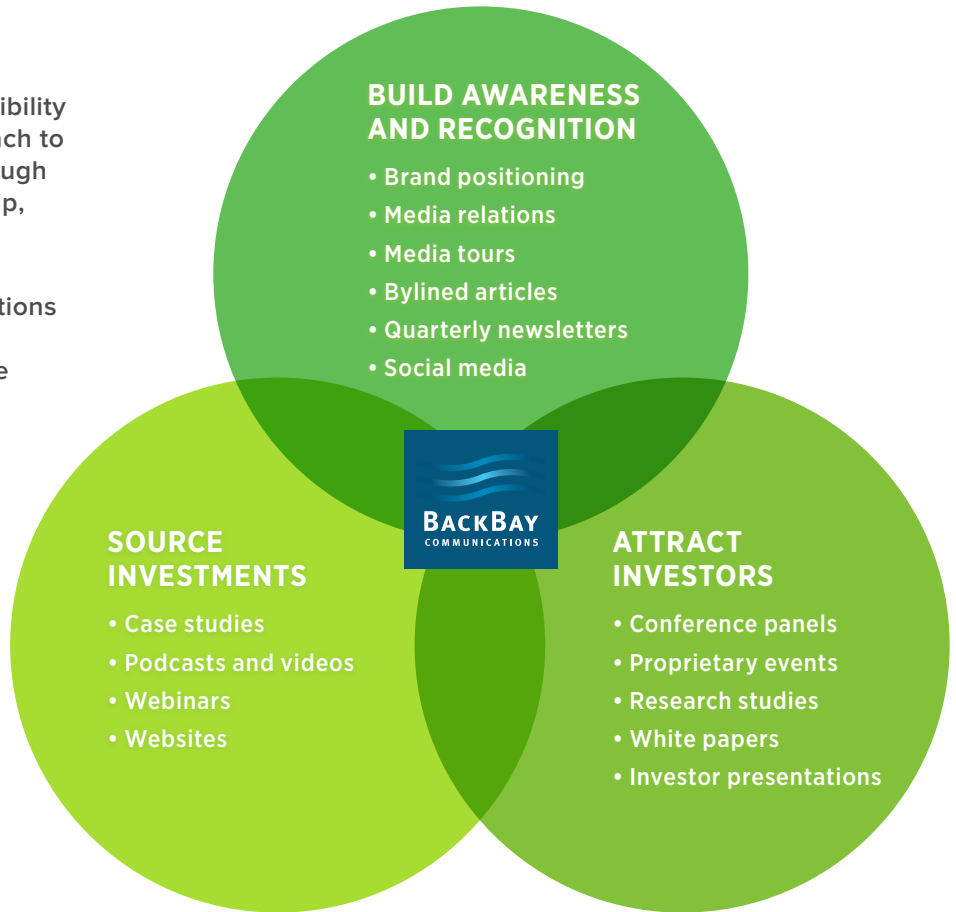
LONDON

## IMPACT INVESTING

BackBay assists financial services companies involved in Impact Investing / ESG to raise awareness of their commitment to this growing strategy.

We help companies refine their messages and raise visibility, credibility and understanding of their approach to socially responsible investing through media relations, thought leadership, social media and events.

We develop integrated public relations and marketing communications programs to help firms achieve the following objectives:



## REPRESENTATIVE IMPACT INVESTING CLIENTS

