

FINANCIAL SERVICES COMMUNICATIONS SPECIALISTS

Building Brands | Driving Growth

It all starts with the brand. To stand out in today’s crowded marketplace, financial services companies need a brand that is clear and compelling. BackBay helps financial services firms build unique brands through research, positioning, design, and strategic integrated marketing programs.

Integrated content-driven marketing campaigns are more important than ever. They provide consistency of brand message across multiple print and digital mediums and underscore expertise.



The heart of our mission is helping our clients tell their stories.

As a specialist in working with financial services firms, BackBay has a deep understanding of the industry and is able to help clients identify and articulate their key differentiators and value propositions. We then capture and convey those attributes through compelling content and utilize a full complement of integrated advertising, branding, content marketing, public relations, social media and website development services.

WHY BACKBAY?

- Senior-level involvement
- Financial services focus
- Integrated, brand-centric approach
- Content marketing expertise
- Strong industry and media relationships

SERVICES

- Branding
- Content Marketing
- Digital Marketing
- Public Relations

SECTORS

- Private Equity and Venture Capital
- Financial Technology
- Investment Management
- Banking and Consulting

About BackBay Communications

BackBay Communications is a financial services public relations and integrated marketing agency. BackBay offers a unique combination of content, creativity and multi-channel distribution. Our services include public relations, thought leadership content marketing, branding, advertising, website development, marketing materials, videos and social media. Our clients include a range of financial services companies including those in investment management, private equity and financial technology. BackBay is highly regarded for its thought leadership initiatives and relationships with the major business media. BackBay has offices in Boston and London, and agency partnerships around the world. Please contact us to discuss your business and marketing goals at info@backbaycommunications.com. www.BackBayCommunications.com.

CLIENT EXPERIENCE

PRIVATE EQUITY AND VENTURE CAPITAL

Adveq
Adykai Ventures
AEA Partners
Align Capital Partners
Audax Group
Baird Capital
Black Canyon Capital
Brazos Equity Partners
Bregal Partners
Bregal Sagemount
CenterOak Partners
Constitution Capital Partners
Courage Capital
Evanston Capital Management
Globalturk Capital

Graycliff Partners
Hancock Capital Management
HarbourVest Partners
J.W. Childs Associates
Lineage Capital
Merced Partners
Monroe Capital
Nautic Partners
Pamlico Capital
Parallel49 Equity
Partners Group
Permira
Quad-C Management
Ridgemont Equity Partners

River Associates
The Riverside Company
Salus Capital Partners
SFW Capital
Sheridan Capital
Shore Capital
SK Capital Partners
Stellus Capital
Sterling Group
Sun Capital Partners
Swander Pace Capital
TA Associates
Thompson Street Capital Partners
Trive Capital

FINANCIAL TECHNOLOGY

AFEX
Altvia Solutions
Bluefin Payment Systems
Capco
Delta Data
Eagle Investment Systems
Equinox Fund Administration
iQuantifi
ITG/Majestic Research
Lava Trading
Linedata
Merrill DataSite
MyVest
RavenPack
StarCompliance Software
Top-Q Software

INVESTMENT MANAGEMENT

Adams Funds
Advisors Asset Management
Athena Capital Advisors
Ativo Capital
BNY Mellon
Boston Partners
Fiduciary Trust Company
Galapagos Partners
IRON Financial

BANKING AND CONSULTING

ACG Global
CPCU Society
Consensus Advisors
Edwards Wildman
Grant Thornton
Karen Clark & Company
Murray Devine
Opimas
TD Bank
WeiserMazars
William Blair

PARTNERS

The Economist
HBS VCPE Conference
Northeastern CAIS
PitchBook
SuperReturn

TSAM/Osney Media
Wharton Private Equity Conference
Yale School of Management PE
& VC Symposium

CONTACT

Bill Haynes, President 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