

# Investor/Financial Comms Campaign of the Year 2008

Sponsored by Marina Maher Communications

## Winner

### Makovsky & Company and New York Life Investment Management: Launch of a New Asset Class: Introducing 130/30s

New York Life Investment Management's (NYLIM) Equity Investors Group, a quantitative asset management company that is one of many investment boutiques within NYLIM, was a relative newcomer to the quantitative arena when it decided to launch its 130/30 strategy. A 130/30 equity strategy is one that is benchmarked to an equity index and invests 130% of its assets in long positions and 30% in short ones. The earnings from the short sales are used for the extra 30% in the long ones.

An asset class that spiked in popularity in 2007, 130/30 products were abundant last year and NYLIM's campaign had much to accomplish: establish its credibility and thought-leadership in a crowded space, demonstrate the 130/30 leadership of its retail distribution arm, MainStay Investments, and achieve quality media coverage among a small cadre of institutional asset management and other relevant media outlets. Moreover, it had to do so against organizations with greater assets in the 130/30 arena.

NYLIM started by conducting meetings with critical media, forging relationships with key influencers in preparation for the big 130/30 launch. It also authored a white paper that explained how the 130/30 fund worked and put forth a mes-

sage that could appeal to both retail distributors and institutional investors.

By the time of the launch, NYLIM was able to leverage its relationship with the media for exclusive embargoed stories targeting its two audiences. It also maximized its white paper as an educational tool and media-coverage generator.

One judge praised the specificity of the campaign, calling it "excellent." Another said it was a "well-crafted entry; [a] very traditional campaign, but [the] entry sold us on why that was the right strategy. Solid work in a very cluttered space."

In the end, the launch of NYLIM's

130/30 products gained traction despite its comparatively low assets. By September 30, NYLIM had amassed more than \$107 million in assets under 130/30 management, with over \$200 million more in commitment by the time the organization compiled its *PRWeek* Awards entry.

Media-hit results also surpassed the niche investment outlets with coverage in titles like *The Wall Street Journal*, *Barron's*, and *The International Herald Tribune*, with their message transmitted intact to readers and investors. Finally, this PR campaign is credited with achieving the ultimate goal – helping to generate sales.

## Honorable Mention

### Weber Shandwick and AECOM Technology Corp.: AECOM Wows Wall Street: World's Largest Design Firm Unleashes a Communications Machine to Rally the Financial Community and Employees

Despite planning one of the largest IPOs on the NYSE for 2007, AECOM and its communications partner Weber Shandwick faced a hurdle – the engineering giant lacked name recognition on Wall Street. Also, as an employee-owned company, it had to ensure that going public wouldn't affect employee willingness to own shares. Stationed in "war rooms" in both its New York and LA offices, AECOM, with WS, created an extensive communications plan that would overcome these challenges. Both companies and their advisors created "Brainspark," interactive presentations for staff that explained their role in a newly public AECOM. An employee Q&A process was also introduced and the CEO got involved with informational letters and a video. Executives were also prepped with their own sessions to establish messaging and to prepare for an AECOM road show. The effort also employed global webcasts, a live event at the NYSE, and media outreach. AECOM achieved high-profile business coverage, including *The Wall Street Journal*. It also opened at the top of its range with a \$20 IPO.

## The Award

Recognizing work that is primarily targeted at investors/stakeholders or other financial audiences.

## Finalists 2008

- FD and FTI Consulting: FTI Consulting – Redefining an Industry Leader
- Financial Relations Board and Respiroincs: Respiroincs Analyst Day
- GolinHarris and the Dow Chemical Company: The Dow Chemical Company's Global Expansion – Joint Venture Announcements
- Makovsky & Company and New York Life Investment Management: Launch of a New Asset Class: Introducing 130/30s
- Weber Shandwick and AECOM Technology Corp.: AECOM Wows Wall Street: World's Largest Design Firm Unleashes a Communications Machine to Rally the Financial Community and Employees

**Marina Maher Communications**  
Building Brand Relationships™

Marina Maher Communications (MMC) builds brand relationships by creating experiences that forge emotional connections, fuel loyalty, and build authority. We specialize in marketing to women – turning female influencers into brand ambassadors. MMC, a member of the Worldcom Public Relations Group, serves clients in packaged goods, HBA, healthcare, wellness, food & beverage.