

Rethink

THE CUSTOMER JOURNEY:
BUSINESS LEADERS



JOURNEY STAGE:
Awareness



AUDIENCE:
Business
leaders



SECTOR:
Financial
services

THINK OUTSIDE THE BOX

Well-executed content marketing campaigns can be the key to changing deep-rooted brand perceptions and building trust with a global audience.



MUFG

LinkedIn Marketing Solutions



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THE CHALLENGE

Global business leaders across all industries have many things in common.

- They have global aspirations for their brand, which is well established in their home market but relatively unknown in the rest of the world
- Their expertise spans multiple FS segments but each is associated with a different company entity rather than an unified group brand and
- Their business's brand awareness levels vary across regions

Getting through to these leaders and engaging them in a meaningful way can be a difficult prospect.

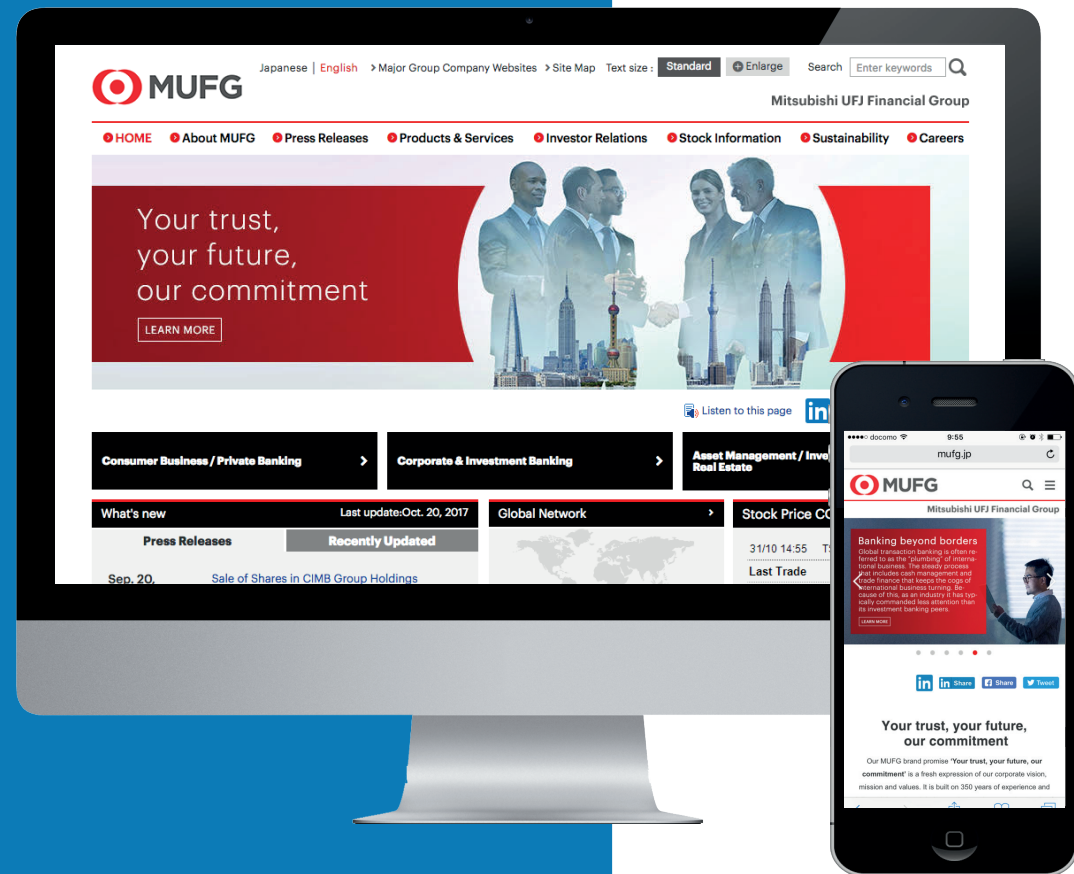
This was the challenge facing MUFG (Mitsubishi UFJ Financial Group).

With the ambition of becoming “the world’s most trusted financial group”, MUFG chose to think outside the box – to incorporate innovative digital marketing strategies into its traditional marketing mix.

In 2016, MUFG chose to partner with LinkedIn Marketing Solutions: Financial Services to develop and roll out a highly-targeted content marketing campaign.

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CLIENT PROFILE AND CAMPAIGN OBJECTIVE

MUFG is Japan’s largest financial group and a major player on the global stage. In the 350 years since it was founded, the Tokyo-headquartered financial institution has built a global network of over 2,000 offices in 50 countries and regions. It employs 150,000 people in 300 entities to deliver a comprehensive suite of services that spans corporate banking, retail banking, wealth management, investment banking, capital markets, personal and corporate trust and transaction banking.

Following a brand refresh aligning group entities under the MUFG banner, a new approach was required to deepen the understanding of MUFG’s true brand value to its established client base, whilst providing opportunity to introduce MUFG to a wider audience — one that meant different things to different people in different places and hindered an understanding of the brand’s true value.

To create a more unified view of its brand while continuing to support its diverse business lines, MUFG turned to LinkedIn to:

- Improve perception and awareness of a unified MUFG brand globally and
- Increase engagement with its target audience outside Japan

To leverage LinkedIn’s extensive reach and targeting capabilities, MUFG first streamlined its presence on the platform with a single Company Page that synergised owned, earned and paid media. It then worked with LinkedIn Marketing Solutions: Financial Services to develop a robust content marketing strategy that fully leveraged their:

- History – building on its ‘foundation of trust’
- Financial expertise – ‘owning the conversation’ and achieving share of voice and
- Innovation – advancing into the FinTech space

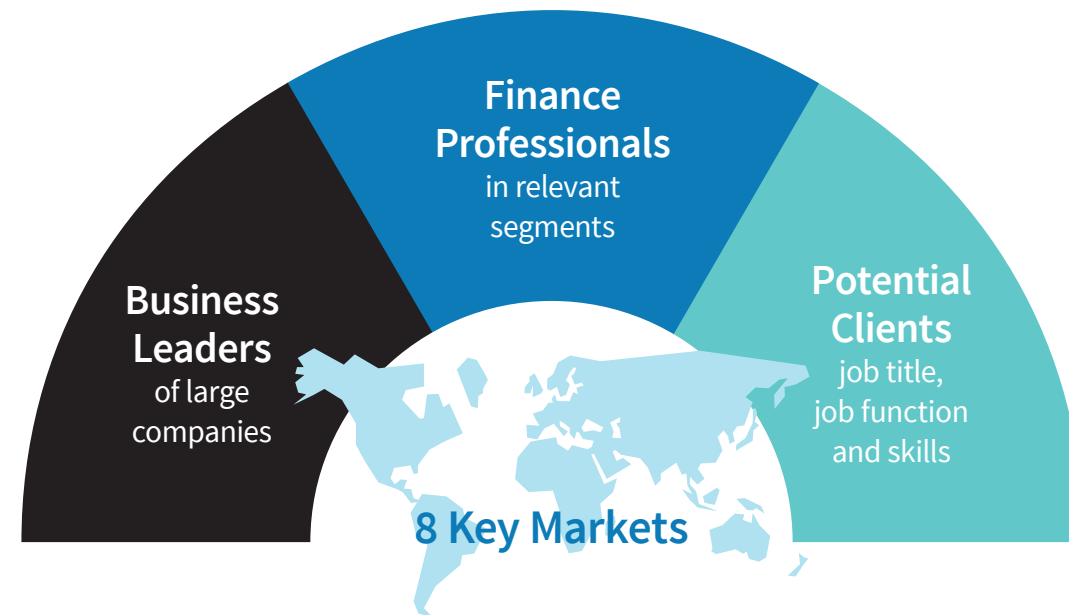
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THE TARGET AUDIENCE

A segmentation strategy was implemented to help MUFG accurately define its key target audiences on LinkedIn by geography, industry segment, job titles, job functions and skills.

With such a diverse target audience, it was essential that MUFG's content marketing strategy allowed it to tell compelling stories that were globally cohesive, even when adapted to different markets and industry audiences.



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THE CUSTOMER JOURNEY

MUFG's first content marketing campaign on LinkedIn ran for six months and was built around content themes that the brand had identified as key areas of expertise that would be relevant to and resonate with its target audience. These thought leadership pieces were delivered to the right audience using LinkedIn's Sponsored Content solution and precise targeting capabilities. MUFG set out to create a unified global brand identity, raise brand awareness and improve engagement with its international audience.

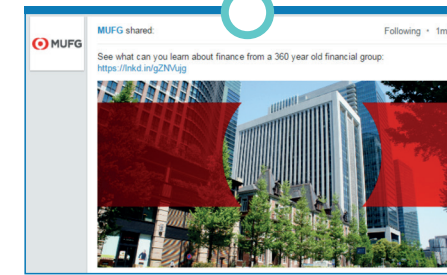
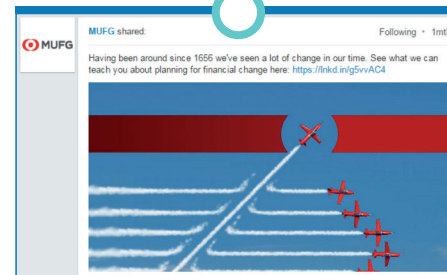


“MUFG began proactively elevating its branding activities to reflect the breadth of its global footprint. To address this, we embarked on a group-wide project in 2014 to unify our brand identity. This involved a revamp of all our digital brand assets. Our corporate website has been transformed into a content hub with stories that synthesised the ‘why’ and ‘how’ of the business. Digital marketing was our next big step and by working with LinkedIn, we’ve seen good results.”

Yuki Hayashi, Senior Manager, MUFG



MUFG wanted to improve global brand awareness and engagement



LinkedIn's targeting solutions allowed MUFG to increase brand awareness and perception

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“To capture mindshare of LinkedIn members, we aligned our content to their interests, making sure our stories were thought provoking and our storytelling method, distinctive. For example, we used Japanese banking history to exemplify our corporate values in a manner that only MUFG could.”

Yuki Hayashi, Senior Manager, MUFG

THE RESULTS

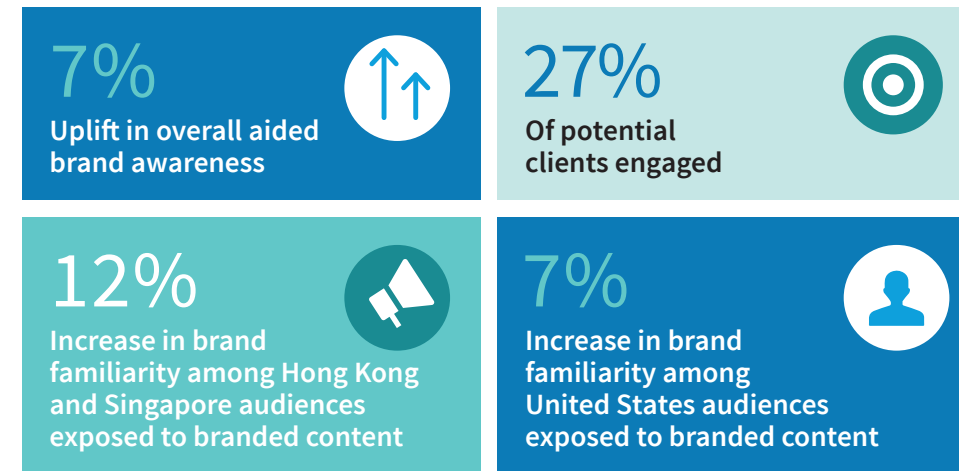
The campaign was a resounding success, quantified through a brand impact study that LinkedIn conducted with independent market research company Nielsen. Research findings showed that the campaign:

- Met its primary objective of raising brand awareness among MUFG’s target audience and
- Maintained brand perceptions of trustworthiness, commitment and dedication to long-term relationships through continued brand exposure

Having made significant inroads and seen tangible results, MUFG is ready to build on its success as it continues the journey to become “the world’s most trusted financial group” in the eyes of its target audience. By partnering with LinkedIn Marketing Solutions: Financial Services, MUFG will continue to leverage targeted content marketing to achieve brand objectives.

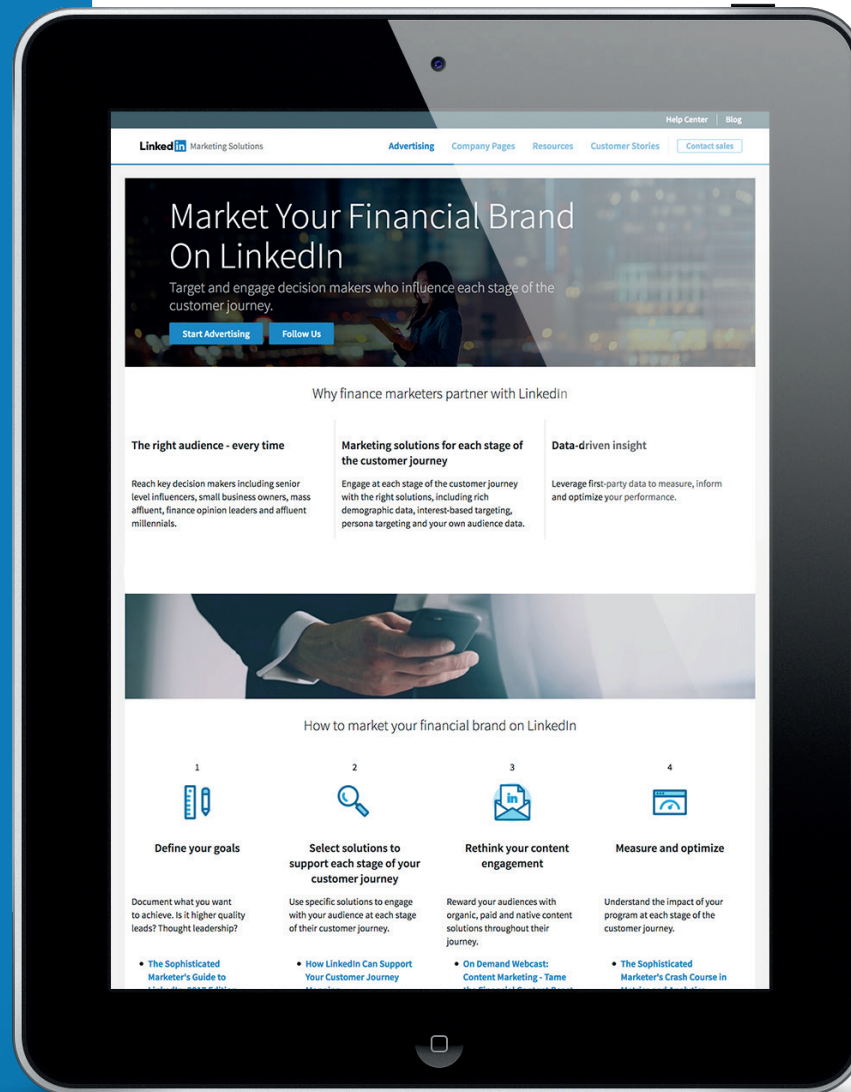
“We are already seeing an uplift in brand recall and audience engagement. We will continue to strengthen brand awareness while embarking on the next phase, which will focus on communicating the MUFG brand proposition and business capabilities. Our aim is to turn brand recall into leads and engagement into relationships.”

Yuki Hayashi, Senior Manager, MUFG



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HOW LINKEDIN CAN HELP YOU RETHINK YOUR CUSTOMER JOURNEYS

At LinkedIn Marketing Solutions: Financial Services we aim to partner with financial brands to help them rethink their customer journeys.

We can do this through:

- **Our Platform:** Offering scale as well as granularity to provide deep insight into your clients and their life journeys.
- **Marketing Solutions:** Driving deeper engagement with personalized, compelling and 'always on' content matched to each stage of your customers' journey.

Get in touch through the contact details overleaf to find out more about how LinkedIn Marketing Solutions: Financial Services can help you rethink your own organization's customer journey and connect you to the audiences and issues that matter most.

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<https://business.linkedin.com/marketing-solutions/financial-services-marketing>

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ABOUT LINKEDIN | LinkedIn connects the world's professionals to make them more productive and successful and transforms the ways companies hire, market and sell. Our vision is to create economic opportunity for every member of the global workforce through the ongoing development of the world's first Economic Graph. LinkedIn has more than 530 million members and has offices in 30 cities around the world.

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