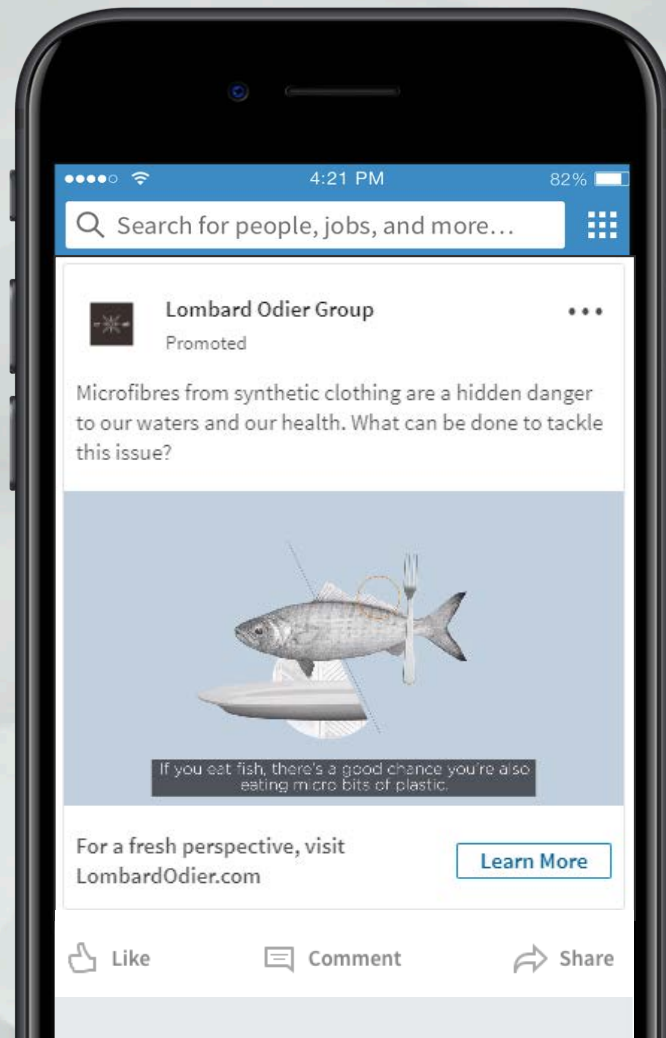


“ The easy sharing and commenting functionality on LinkedIn generated deeper engagement than one would see when distributing video on traditional media channels.

Kateryna Ranieri

Media & Communications Manager at Lombard Odier Group



**LOMBARD ODIER**  
LOMBARD ODIER DARIER HENTSCH

Finance | Switzerland

Lombard Odier is a leading global wealth and asset manager. Lombard Odier provides a complete offering of wealth services, including succession planning, discretionary and advisory portfolio management, and custody. Asset management services are offered through Lombard Odier Investment Managers (LOIM). The Group has also created cutting-edge banking technology which is distributed to other financial institutions.

## OBJECTIVES:

- Reach senior-level audiences
- Build awareness through thought leadership

## SOLUTION:

Lombard Odier wanted to deliver relevant content to senior-level audiences to build thought leadership and brand preference. They created a series of short and elegant animated videos in English and French highlighting how sustainability can impact wealth management.

Lombard Odier used LinkedIn to reach a highly targeted audience. Including video for Sponsored Content into their campaign, their carefully crafted videos fit into a premium experience that met the needs of these professionals who were well-informed and influential yet short on time.

## RESULTS:

**12%**

Increase in brand favourability

**28%**

Average completion rate