

An aerial view of a city skyline, likely New York City, with a blue overlay. The Empire State Building is prominent on the left. The image is used as a background for a corporate communication document.

HEWESCOMMUNICATIONS

MEDIA RELATIONS - THOUGHT LEADERSHIP - CONTENT CONSULTING

INVESTED IN THE SUCCESS OF OUR CLIENTS

HEWES HAS OVER 20 YEARS OF EXPERIENCE HELPING ASSET MANAGEMENT FIRMS RAISE THEIR VISIBILITY IN THE FINANCIAL MEDIA, HONE THEIR CONTENT STRATEGY, AND COMMUNICATE THEIR UNIQUE VALUE PROPOSITION TO ADVISORS, INSTITUTIONAL INVESTORS, RETAIL INVESTORS, AND INDUSTRY GROUPS LIKE MORNINGSTAR. WE HELP BUILD REPUTATIONS OVER THE LONG TERM BY CREATING VALUABLE RELATIONSHIPS AND HELPING OUR CLIENTS COMMUNICATE EFFECTIVELY WITH THEIR TARGET AUDIENCES.

WHY PUBLIC RELATIONS

- HELP MAINTAIN AND GROW ASSETS
- EDUCATES INVESTORS ABOUT YOUR APPROACH
- BETTER COMMUNICATIONS = BETTER INVESTRO OUTCOMES

HOW DOES IT WORK?

BY EXHIBITING YOUR FIRM'S INVESTING INSIGHTS, SPOKESPEOPLE, AND BRAND TO PRESS, INFLUENCERS, ADVISERS AND INVESTORS



TRADITIONAL PR

USE SPOKESPEOPLE TO BUILD MEDIA RELATIONSHIPS, RAISE VISIBILITY AND GET COVERAGE IN ONLINE AND TRADITIONAL MEDIA OUTLETS



CONTENT PR

CONSISTENTLY DISTRIBUTE IDEAS THAT DRIVE WEBSITE TRAFFIC AND REACH MEDIA AND OTHER AUDIENCES THROUGH MULTIPLE CHANNELS

**INCREASE MARKET PRESENCE,
THOUGH LEADERSHIP,
BRAND AWARENESS**

At Hewes we believe that using communications to educate target audiences is just as important as generating industry visibility for your firm, spokespersons and products.

With the rise of passive and the continued fee pressure from existing active products, the landscape is only getting more competitive. Investment firms that stand the best chance of creating a brand that attracts “sticky money” are clear with their stakeholders regarding what they should expect with regard to risk, performance and volatility. Equally as important to their success, these firms are in turn clear about they need from their investors in terms of discipline and commitment.

When investors understand the way you invest and understand what is expected of them to achieve their best outcome, the result can be a long, mutually beneficial relationship. We believe an active and thoughtful focus on communication is a crucial component to partnering with your investors in a way that gives you both the best chance for long-term success.



HEWES COMMUNICATIONS

1270 AVE OF THE AMERICAS • NEW YORK, NEW YORK 10020 • TEL: +1 212 207-9450 • FAX: +1 212 207-9475 • INFO@HEWESCOMM.COM

WWW.TWITTER.COM/HEWESCOMM