

schroders online campaigns



A series of campaigns to promote fund launches and high performing funds to independent financial advisors. Funds have included The Schroder UK Mid 250 Fund, Schroder Income Maximiser Fund and Schroder Global Property Security Fund.

the brief

Schroders has historically focussed on direct marketing and trade press advertising in order to promote their funds to institutional investors. In order to test the effectiveness of online advertising, Taglab was briefed to adapt a series of fund campaigns into online treatments.

insight

Whilst Schroders traditionally focusses on promoting funds to institutional investors, online advertising provides a cost effective means of reaching a wider IFA and retail audience.

solution

Taglab used rich media and interactivity to bring fund campaign themes to life online in a wide variety of formats. Care was taken to ensure tight synergy between offline and online creative executions. Dedicated microsites were produced which continued the campaign theme, and stood out from more the templated feel of the corporate site.



results

The online campaigns have consistently outperformed their offline equivalents in terms of response rates and cost per acquisition. A recent online ad achieved a 5% clickthrough rate. As a result of this success, online advertising has become an integral part of Schroders' cross media strategy.

To find out more about Taglab, and our online advertising services,
call 0207 183 3600 or visit www.taglab.com