

PRESS RELEASE

Pioneer of indexing strategies added to our clients portfolio: public imaging wins PR mandate of US asset manager Vanguard

From today public imaging is in charge of a new client from the asset management sector. The Hamburg based agency for financial communication has received the German PR mandate for the US asset manager Vanguard. Vanguard is offering active and passive asset management products in the German market. The company launched the first index fund for private investors in 1976 in the USA. Since then the company has grown to one of the largest and best renowned asset managers worldwide.

Hamburg, 25th October 2017 – The Vanguard Group which was founded in 1975 has mandated Hamburg based agency public imaging for PR consulting in Germany. The renowned US asset manager has more than 4.4 trillion US Dollars assets under management – thereof 3.2 trillion US Dollars in index products. From now on, German investors will have access to the experience and resource of 15,000 employees worldwide. A wide range of high-quality ETF products provides clients with an easy to handle and cost-efficient access to different investment regions and asset classes.

public imaging accompanies and consults the company in all communication matters and content management in the German market. “public imaging has convinced us of their sound knowledge of the markets and their specially qualified teams of consultants. In addition to that, one important factor is the innovative digital approach, which gives us the opportunity to take advantage of the whole potential of digital reach and to make PR activities more transparent and measurable. This supports us in order to buildup a trustful and long-term awareness for our company and our competencies for investors. Moreover, a long track record and a certain size of the agency was crucial for our decision as we attach importance to a wide spectrum of different consulting and communication services”, explains Sebastian Külps, Head of Business Development Germany at Vanguard.

“public imaging will support Vanguard to create awareness for the brand of a globally operative asset manager as well as a pioneer and expert for index based products at fair costs“, adds Caroline Hancock, Head of European PR at Vanguard. “Together with public imaging we want to implement a new strategic and innovative communication approach for a longtime and trustful media work, which connects all classical and modern channels and benefits from them.”

“We are pleased to welcome Vanguard as one of the largest globally operating asset managers as our client. Vanguard fits perfectly to our international client portfolio and to our innovative multi-channel approach. As a market leading communication agency we distinguish ourselves by special service, sound knowledge of media topics, qualified consulting and editorial work, trustful media contacts, market proximity and a continuous development of our strategic and operative communication. Vanguard’s mandate is the result of the concentrated and focused work of our teams”, says Arne Pflugrad, Managing Director at public imaging.

“We are able to measure the relevance of topics by our self-developed PR tools – qualitatively and quantitatively – so we are able to control and to lead the communication measures for Vanguard effectively and efficiently in order to establish the brand in the German market”, adds Pflugrad.

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Über public imaging Finanz-PR & Vertriebs GmbH

public imaging wurde 1996 von Peter Ehlers, geschäftsführender Gesellschafter, gegründet. In Ergänzung zu klassischer und Online-PR bietet der Hamburger Dienstleister Full-Service in den Bereichen Content-Marketing, Digital Solutions, Social Media, Film-Produktionen, Media-Planung sowie Corporate Media im Finanz-, Versicherungs- und Immobiliensektor. Zum Kundenstamm zählen Unternehmen wie AB, Berenberg, BNY Mellon IM, Edmond de Rothschild Asset Management, HSBC Global Asset Management, MoneYou, Robeco, Schroders und UBS Asset Management.