

Strategy

Profile-raising was paramount to the launch as was market education, particularly since the concept of trading FX options online was entirely new.

Packing a punch

Online platform launches on global stage without breaking the bank.

About

Digital Vega is a web-based platform for the institutional trading of OTC FX options.

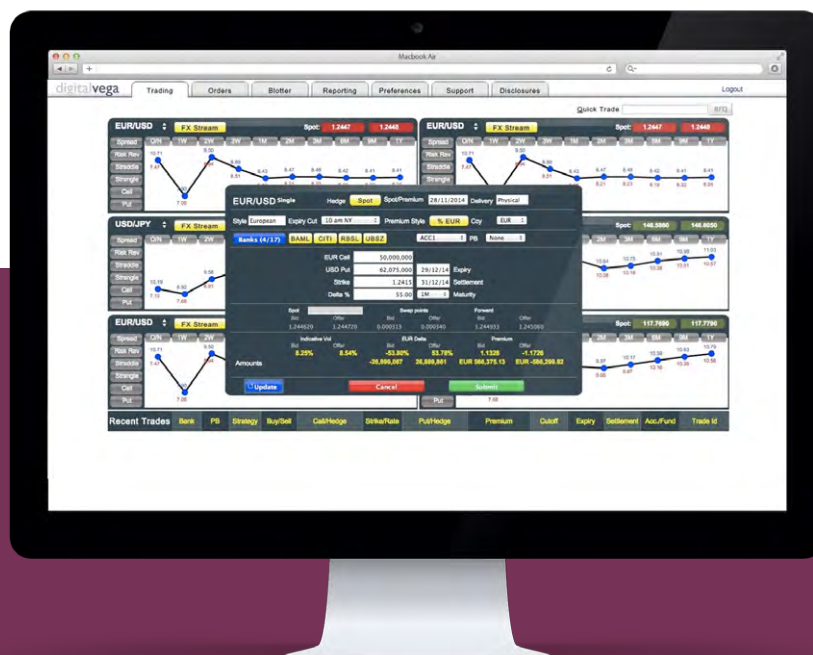
WWW.DIGITALVEGA.COM

Challenge

To launch the company and build global awareness, creating maximum impact in a cost effective way.

Three key marketing elements were employed:

1. An intensive PR-campaign focused around media relations and speaking engagements at industry events attended by key industry buy-side and sell-side decision makers.
2. Key messaging document to determine positioning which would form the basis for sales collateral and website content.
3. A focus on appropriate industry awards to continue to build momentum.



Key Outcomes

- A highly targeted PR campaign around the initial company launch and a round of investment funding achieved ten prominent coverage pieces in key publications such as FT, Wall Street Journal, Thomson Reuters, P&L and FX Week within six months. Digital Vega achieved the highest PR share-of-voice among its peers in its first 24 months of operation.
- Website and Marketing collateral produce to communicate key messages to relevant audiences.
- Awarded 2013 FX Options Platform of the year by FX Week.

Areas of Expertise:

- Messaging and positioning
- Collateral development
- PR and profile raising
- Awards pitching

Winner
FX Week

e-FX
Awards
2013

FX options platform
of the year

