



OTC Global Holdings

OTC Global Holdings | Building Thought Leadership & Brand Voice

THE CHALLENGE

Formed in 2007, OTC Global Holdings (OTCGH) has become the world's largest independent institutional broker of commodities, covering financial and physical instruments. When the organization approached Pierpont, it consisted of a handful of disparate brands with no true voice.

OBJECTIVE

Pierpont was entrusted with arranging effective media relations strategies, momentous thought leadership and digital ad presence to develop the company's brand voice.

APPROACH

As part of numerous integrated marketing and media relations campaigns, Pierpont led OTCGH through branding, marketing and publicizing subsidiary formations and expansions. Pierpont also focused on securing interviews between executives and journalists with key outlets such as CNBC, The Wall Street Journal, the Financial Times and influential trade publications, crafting award nominations, developing and placing ads, and more.

RESULTS

After nearly a decade of working together, OTCGH has become a foremost thought leader in its space. With Pierpont, OTCGH has launched more than a dozen subsidiary companies across the U.S., Europe and Asia.