



UBS | Elevating the UBS Brand Across Texas

UBS | Elevating the UBS Brand Across Texas

CHALLENGE

UBS Global Wealth Management, the world's largest wealth manager, provides comprehensive advice, solutions, and services to families and individuals around the world. The South Texas Market, which encompasses the greater Houston area and Central Texas, engaged Pierpont to help elevate the UBS brand to drive customer awareness and raise the profile of deep expertise that the various leaders in the local markets bring to their clients.

OBJECTIVE

Our team built a strategic thought leadership program to help amplify the expertise of UBS financial and wealth advisors as well as the South Texas Market Heads.

APPROACH

Pierpont conducted proactive outreach to the top local outlets across Texas, making introductions on what UBS could offer their readers. We wrote and distributed various award releases announcing South Texas honorees and placed expert commentary in prominent business publications across the state and in targeted industries. Additionally, Pierpont worked with the various leadership to amplify the content through social media, as well as creating new content to spotlight client events, community relations activities, and other thought leadership relevant to their clients.

RESULTS

The team continues to work together with UBS to offer new insights on relevant topics to local media and offering ideas for new ways to engage clients and prospective clients in the market.