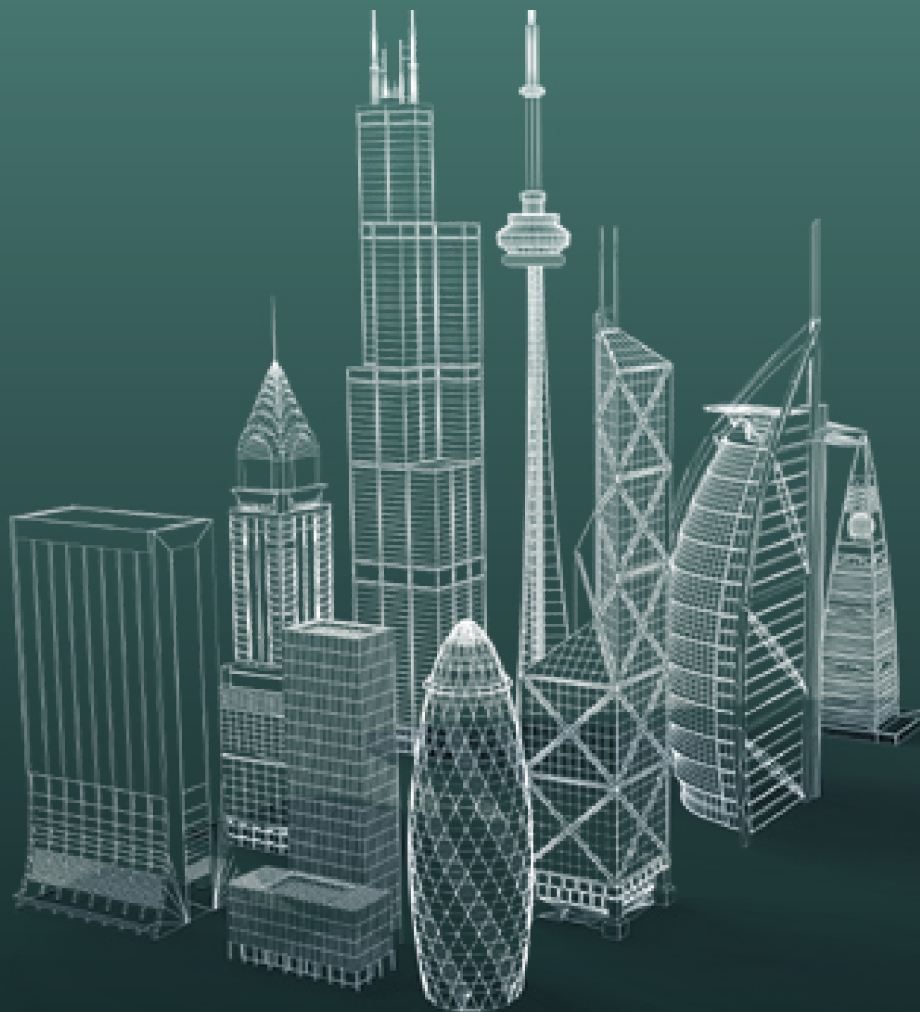


HUB CASE STUDY

Janus Henderson

INVESTORS



JANUS HENDERSON

Campaign Overview

Hub's collaboration with Henderson Global Investors began in 2014 with the brief to design a global corporate video strategy. We were tasked with providing consistency across all of the company's global video output, producing a "hero" film, a series of strategic video communications, video branding guidelines and a video brand toolkit.

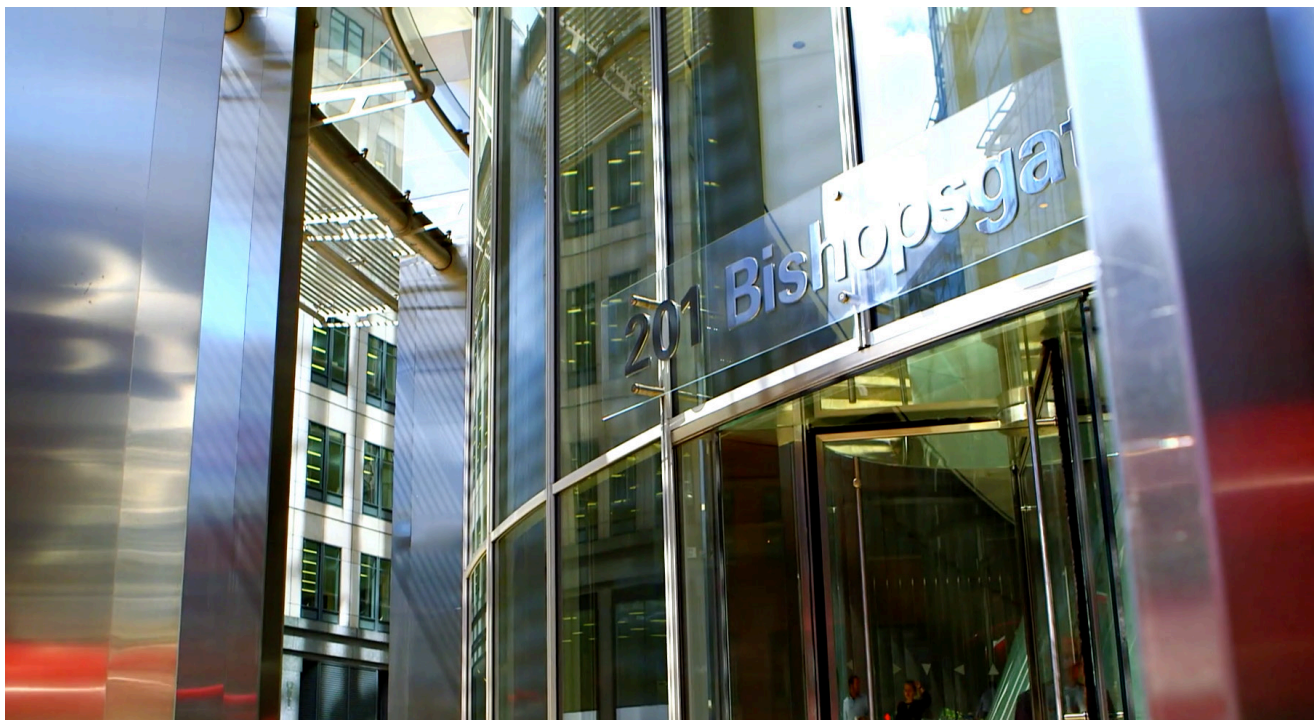
3 years on from this initial project the scope of our output has increased to include designing specific fund communications, corporate presentations, social video, investment trust communications and most recently an insight-led video research project, released ahead of a new product launch in early 2018.

In 2014, pre-merger, Henderson Global Investors had recently launched their new corporate identity and the original brief was

to bring their print branding to life through video. The brief or the corporate film was to explain the essence of the company, explain how it was established, where it was headed, what it stood for and what it believed in – history and values that underscore its capabilities as a trusted investment house.

The final suite of materials comprised of a corporate film that could be separated into modular video elements, covering different aspects of Henderson's brand proposition. The sections included material on their investment capabilities, attitude to risk and performance management. The resulting content ensured that different sections of the business had a bespoke film that resonated with their audiences.

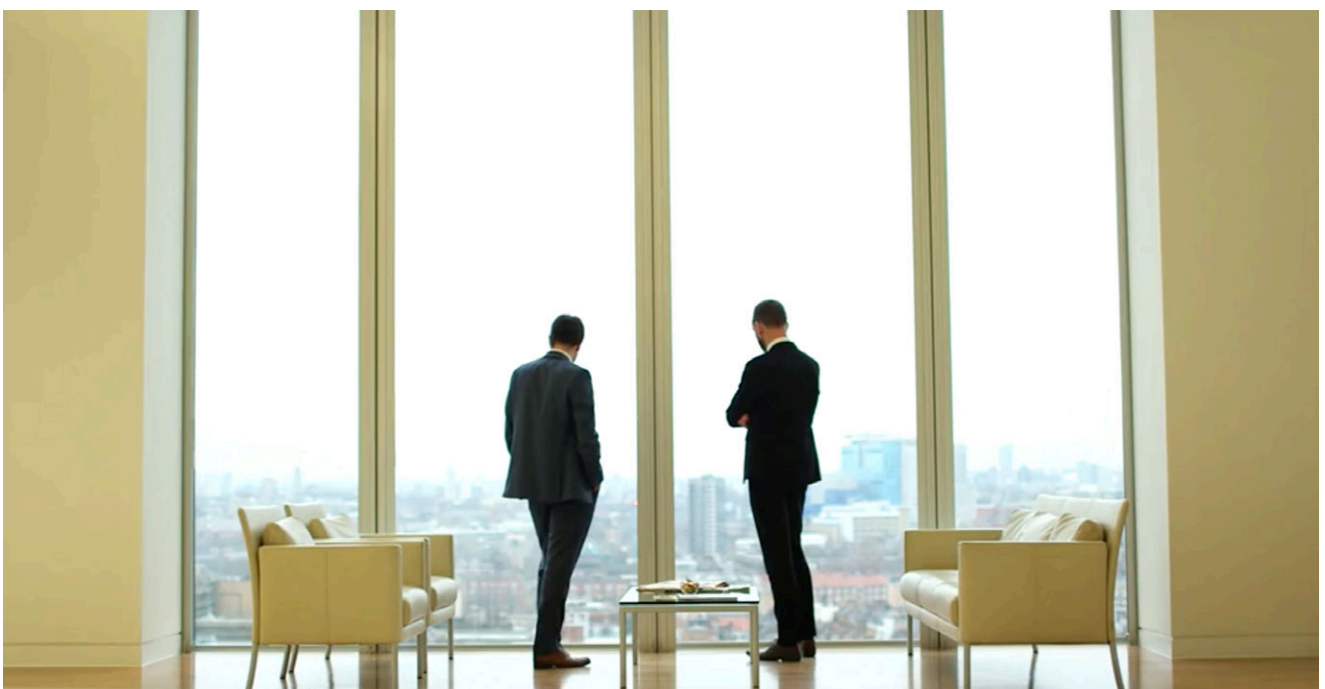
If you wish to view the video case study, please [click below to watch](#).



As a global business, it was vital to Janus Henderson that the final suite of content was suitable for use with clients and investors across multiple territories. To meet this requirement, Hub designed a branding toolkit to ensure a consistent look and feel across the company's regional offices and departments. The toolkit consisted of stings, titles, bumpers, name straps and other visual devices to scale up video content with the new brand look and feel.

In addition, we developed Moving Image Guidelines to apply consistency over the correct use of the toolkit plus guidance notes for interview filming.

Recent projects have included creating an animation style that informs and educates Janus Henderson's varied audience types on a variety of topics.





From the very beginning Hub were professional in their approach. They came in and listened clearly to what we were trying to say from the initial brief, through to the workshops, which were incredibly useful as part of the process. They understood what we were trying to get across, made sure that we were not straying down different tracks or even misinterpreting what we were trying to convey. The essence of Henderson is portaged on the final product which I'm pleased to say we are really happy with.

Allyson Foster, Head of EMEA & LatAm Marketing , Janus Henderson Investment Trusts

GLOBAL EQUITY INCOME FUND

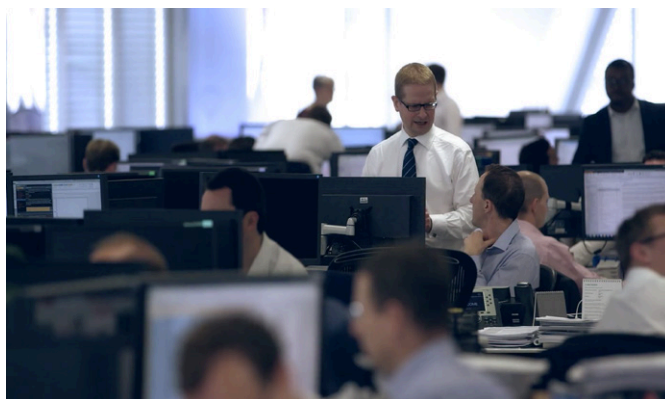
Following the successful roll out of the corporate video strategy, we were briefed to create a series of films explaining the specifics of the Global Equity Income fund and the team behind it.

The content needed to align with Janus Henderson's overarching brand message – 'Knowledge Shared' – a rallying cry that reflects a transparent approach to information and expertise that underpins the Henderson investment style. The information contained within each video needed to speak to the appropriate audience of individual investors and financial advisors.

The series consisted of 3 videos:

- 1: Henderson's Global Equity Income expertise
- 2: The Henderson approach to investing
- 3: The case for Global Equity Income

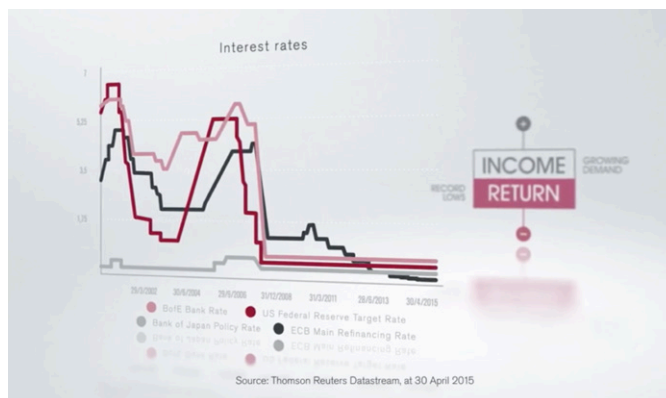
[Click the images on the right](#) to view each video.



1: Henderson's Global Equity Income expertise



2: The Henderson approach to investing



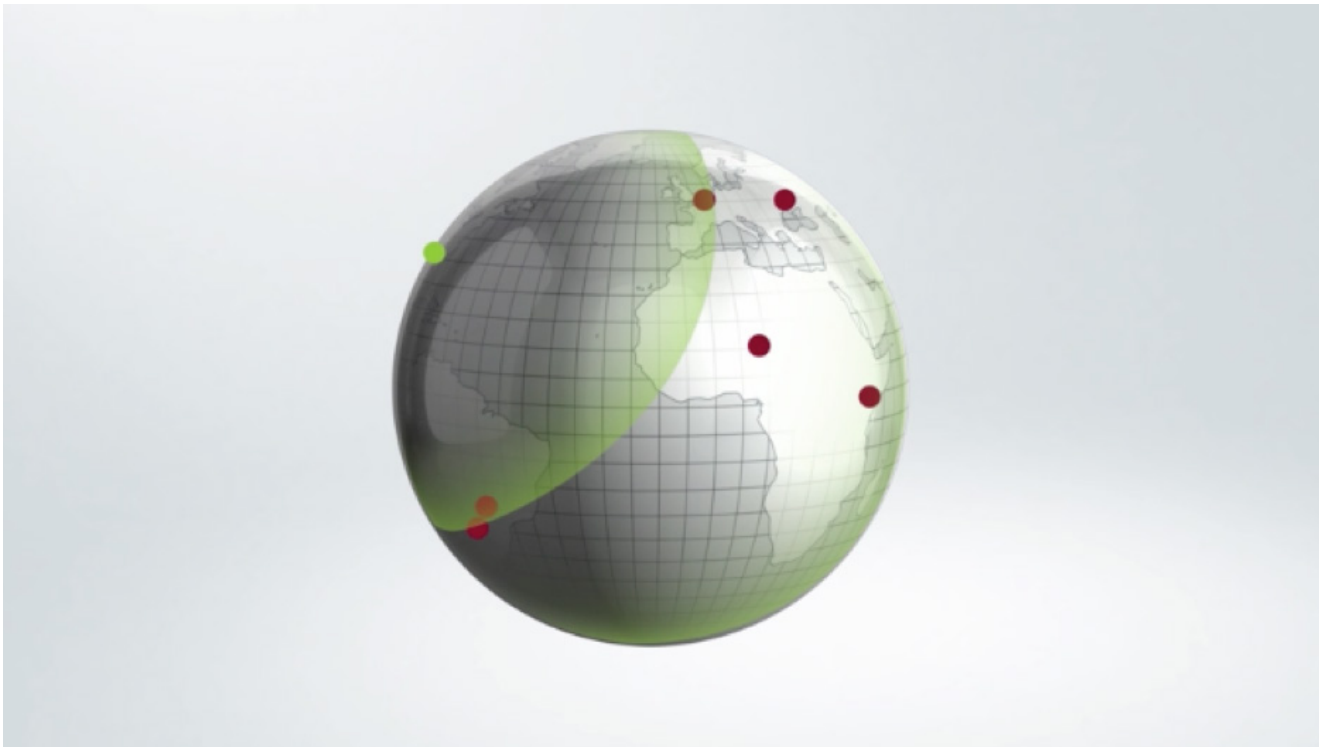
3: The case for Global Equity Income

SOCIAL VIDEO CASE STUDY

The in-house content team invited Hub to create a series of videos complementing a monthly blog series about subjects that were impacting on the lives of private investors. The first in the series, 'The Return of Inflation', explores the effects increasing inflation will have on the global economy. The video features a combination of 2D and 3D animation that follow the brand's master guidelines.

Click below to watch.

The Return of Inflation



INVESTMENT TRUSTS CASE STUDY

The Janus Henderson Investment Trust marketing team approached Hub to create a series of films to engage the retail investor. The brief was to bring to life the Janus Henderson brand proposition - 'Knowledge Shared' - whilst creating video formats that would enable an investor to understand, engage with and ultimately make investment decisions based on the content. The content therefore had to be carefully constructed to ensure that themes, topics and tone of voice was pitched correctly so as not to alienate any of the audience for over simplifying the core message.

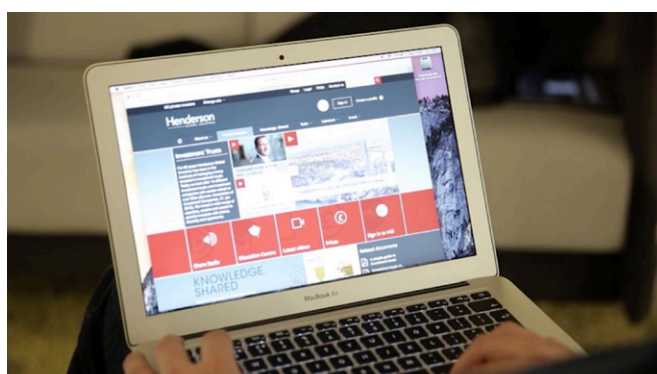
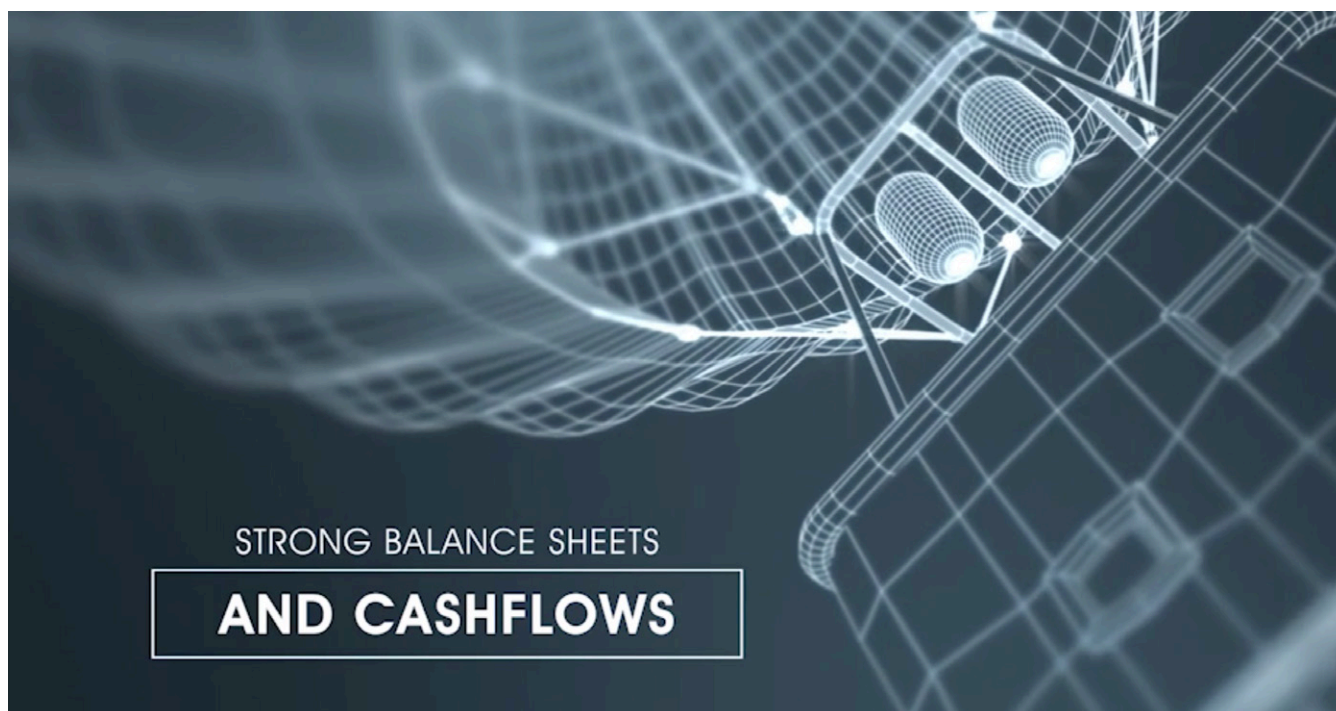
The completed films were designed to sit across multiple channels, targeting the Janus Henderson audience where they choose to interact with the brand.



In terms of what we were wanting to achieve, that simplicity of message, professional style, a piece of Henderson brand work we are very, very happy with it. It's met the project brief.

Simon Longfellow, Marketing Manager, Janus Henderson Investment Trusts

If you wish to view video case study, please [click below to watch](#).





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Henderson Investment Trusts ran a video insight led research study on our existing and potential customers. The resulting research has given us a better understanding of our audience segmentation, allowing for more concise social media management resulting in improved traction on our social videos.

Simon Longfellow, Marketing Manager, Janus Henderson Investment Trusts

FOR FURTHER INFORMATION

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