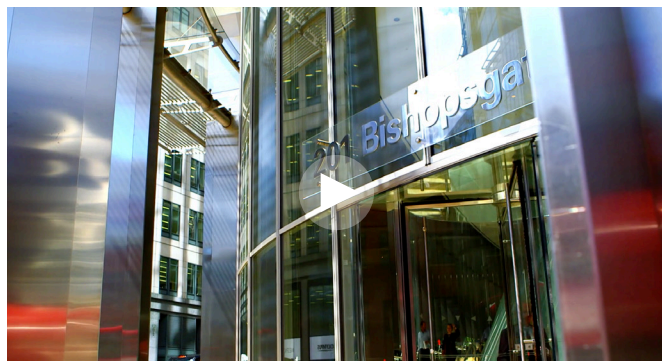


## Campaign Overview

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



Hub's collaboration with Henderson Global Investors began in 2014 (pre-merger with Janus Capital Group). They had recently launched their new corporate identity and the original brief was to bring their print branding to life through video and 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.

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.

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.

## Global Income Fund

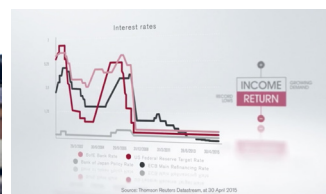
Following the successful roll out of the corporate video strategy, we were briefed to create a series of films explaining the specifics of the Global Equity Income fund and the team behind it.

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

Sample screens from the 3 videos.



## Social Video Strategy

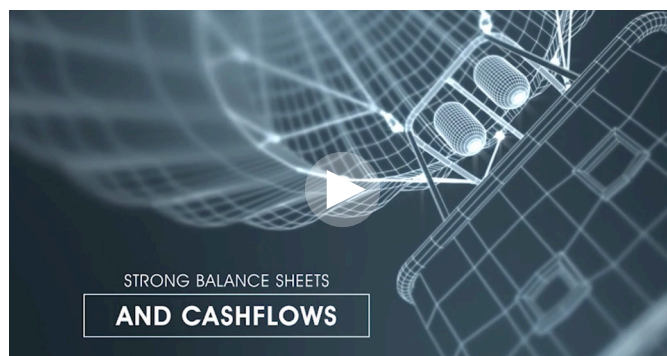
The in-house content team invited Hub to create a series of videos complementing a monthly blog series about subjects that were impacting on the lives of private investors. The first in the series, 'The Return of Inflation', explores the effects increasing inflation will have on the global economy. The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

## Investment Trust 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 were 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.

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



### For more information, contact:

**David Hunstone**  
david@hub.tv  
www.hub.tv

Unit 5.11 Clerkenwell Workshop,  
31 Clerkenwell Close  
London EC1R 0AT