



COMPANY OVERVIEW

Ascendant is a leading provider of global payment and foreign exchange services. Based in Toronto, ON they are backed by over 250 years of combined experience and help clients build business resilience with simple, cost-effective payment solutions

that drive operational efficiency. Their team of dedicated experts are known to build a solution that fits into a business' ecosystem, with customizable options for everything from how payments are approved to how they are dispersed.

CHALLENGE

For over a decade, Ascendant has worked with large corporations and over 2,000 financial institutions in North America. In the pursuit to increase brand awareness and gaining recognition as a thought leader in the already crowded global payments industry, the company turned to Magnolia for strategic counsel.

After achieving success in North America, the company was faced with the challenge to make an impactful expansion into the UK market. Magnolia, as their Digital Public Relations partner, helped position Ascendant as a financial technology and global payments provider that values partnerships and offers technology-driven payment solutions. We also highlighted how Ascendant helps customers save time and money as they navigate a challenging economic environment.

STRATEGIES

- 1. Public Relations Program** – Position Ascendant as a thought leader in the global payments space by building a comprehensive PR roadmap backed by strong brand messaging and an extensive press release program.
- 2. Media Relations** – Create a comprehensive media list including local, national and trade publications while targeting key verticals. Also, conduct an extensive media outreach to increase brand awareness and develop strong media relations.
- 3. UK Launch Program & Strategy** – Craft an impactful UK launch roadmap that resonates with the new market and positions Ascendant as a key player in the payments space by:
 - Messaging Development – Build core messaging pillars considering the opportunity for expansion and success in the UK market. Highlight Ascendant's aim to help international businesses by offering more reliable, efficient, and cost-effective payment solutions that protect against market uncertainty and volatility.
 - PR – Targeted press release dissemination among local, national and trade publications supported by a comprehensive PR outreach to help spread awareness about the company's UK expansion, mission and vision.

TESTIMONIAL

“It has been an amazing journey building our brand with Magnolia. Their knowledge of the industry and level of professionalism is commendable. They stand true to their commitment and are exceptional at delivering results that make a difference to your business. We greatly appreciate their work and are happy to be a valued partner with them.”

— **Shemina Jiwani**,
Chief Operating Officer at Ascendant

RESULTS

Magnolia achieved several PR opportunities for Ascendant, both in the North American and UK market, with Tier one and trade publications.



Thought leadership in target markets - North America and the UK

Increased brand awareness and presence in target markets including verticals

Developed strong media relations

Consistent media coverage in tier one and trade media

Metrics:



9 media opportunities secured for UK launch



Secured a minimum of 6-8 media opportunities per quarter in target NA markets (from retainer PR program)



2020 Audience reach: 348,872,064



2020 Ad Value Equivalency: \$354,908