



## COMPANY OVERVIEW

Since 1979, moneycorp has been a leading provider of global payments and currency risk management solutions. By leveraging its global network and offering tailor-made solutions, moneycorp delivers high-touch service and innovative technology products for seamless cross-border payments and safeguarding FX risk exposure.

They provide a better alternative to banks and with locations in the UK, USA, Canada, Ireland, France, Spain, Romania, UAE, Hong Kong, Australia, and Brazil, they help businesses and individuals achieve their goals and get their money to where it needs to be. moneycorp is a global company with local expertise and prides itself on exceptional customer service.

## CHALLENGE

moneycorp Americas was seeking a strategic public relations and communications partner to assist in their business growth by increasing brand awareness after expanding into the North American market. Already established in the UK, moneycorp now has the ability to provide a global service with local expertise.

With Magnolia's experience working with finance, payments, and business media, moneycorp welcomed Magnolia's knowledge and expertise in the media landscape to position them as a thought leader and obtain media hits in tier one and trade publications.

## STRATEGIES

1. **Public Relations Program** – Position moneycorp as a thought leader and industry expert in tier one and trade media in North America.
2. **Media Relations** – Conduct extensive media outreach to increase brand awareness and develop strong media relations in the North American market.
3. **Daily Markets Commentary** – Leverage moneycorp's market analysts to secure opportunities within markets commentary outlets to extend their brand reach and thought leadership in the FX and markets space.

## RESULTS

Established spokespeople as thought leaders through consistent media coverage in the payments, business, and markets/FX space

Consistent coverage in tier one and trade publications

Secured markets commentary in U.S. and Canadian outlets

Increased brand awareness in the U.S. and Canada

## TESTIMONIAL

“Magnolia has been a critical strategic partner of ours and influential in helping us establish our brand presence in North America. Their team has supported our spokespeople in developing impactful messages that have helped establish us as thought leaders and market movers in the crowded global payments space.”

— **Monica Bermudez**,  
Director of Marketing, North America  
at moneycorp

FINANCIAL POST

Payments Journal



PYMNTS.com

yahoo!  
finance

Bloomberg

AMERICAN BANKER

Finextra

PaymentsSource



## Metrics:



Approximate audience reach:  
Over **438,000,000**



Approximate ad value equivalency:  
Over **\$500,000 USD**



On average **11+** media hits per quarter in tier one and trade media