

FINANCIAL SERVICES COMMUNICATIONS SPECIALISTS

Building Brands | Driving Growth

It all starts with the brand. To stand out in today’s crowded marketplace, financial services companies need a brand that is clear and compelling. BackBay helps financial services firms build unique brands through research, positioning, design, and strategic integrated marketing programs.

Integrated content-driven marketing campaigns are more important than ever. They provide consistency of brand message across multiple print and digital mediums and underscore expertise.



The heart of our mission is helping our clients tell their stories.

As a specialist in working with financial services firms, BackBay has a deep understanding of the industry and is able to help clients identify and articulate their key differentiators and value propositions. We then capture and convey those attributes through compelling content and utilize a full complement of integrated advertising, branding, content marketing, public relations, social media and website development services.

WHY BACKBAY?

- Senior-level involvement
- Financial services focus
- Integrated, brand-centric approach
- Content marketing expertise
- Strong industry and media relationships

SERVICES

- Branding
- Content Marketing
- Digital Marketing
- Public Relations

SECTORS

- Private Equity and Venture Capital
- Financial Technology
- Investment Management
- Financial Institutions
- Professional Services

About BackBay Communications

BackBay Communications is a strategic branding, marketing and public relations firm focused on the financial services sector including investment management, private equity and financial technology. We believe in taking a brand-centric approach to developing messaging, compelling content, creative design and building integrated communications programs.

BackBay offers a unique combination of content, creativity and multi-channel distribution. Our services include public relations, branding, advertising, website development, marketing materials, videos and social media. We are highly regarded for our thought leadership initiatives and relationships with the major business media. With offices in Boston, London and New York, and international agency partnerships, BackBay serves financial and professional services companies around the world.

CLIENT EXPERIENCE

PRIVATE EQUITY AND VENTURE CAPITAL

Adveq
AEA Partners
Align Capital Partners
Audax Partners
Baird Capital
Black Canyon Capital
Brazos Equity Partners
Bregal Partners
Bregal Sagemount
CenterOak Partners
Constitution Capital Partners
Courage Capital
Evanston Capital Management

Globalturk Capital
Graycliff Partners
Hancock Capital Management
HarbourVest Partners
J.W. Childs Associates
Lineage Capital
Meketa Investment Group
Merced Partners
Nautic Partners
Pamlico Capital
Parallel49 Equity
Partners Group
Permira

Quad-C Management
Ridgemont Equity Partners
River Associates
The Riverside Company
SFW Capital
Shore Capital
SK Capital Partners
Stellus Capital
Sterling Group
Sun Capital Partners
Swander Pace Capital
TA Associates
Thompson Street Capital Partners

FINANCIAL TECHNOLOGY

AFEX
Bluefin Payments
Delta Data
Application Experts
Eagle Investment Systems
Equinox Fund Administration
iQuantifi
ITG/Majestic Research
Lava Trading
Lifeyield
Linedata
Merrill DataSite
RavenPack
StarCompliance Software
Top-Q Software

INVESTMENT MANAGEMENT

Adams Funds
Advisors Asset Management
Athena Capital Advisors
Ativo Capital
BNY Mellon
Boston Partners
Fiduciary Trust Company
IRON Financial

FINANCIAL INSTITUTIONS

Consensus Advisors
Monroe Capital
Salus Capital Partners
TD Bank
William Blair

PROFESSIONAL SERVICES

ACG
CPCU Society
Edwards Wildman
Grant Thornton
Karen Clark & Company
Murray Devine
Opimas
PwC
WeiserMazars

PARTNERS

The Economist
HBS VCPE Conference
PitchBook
TSAM/Osney Media
Wharton Private Equity Conference
Yale School of Management PE
& VC Symposium

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