

Project Report

Writing for thought leaders

BNY Mellon has a long, illustrious track record in the financial market place, giving it unique insights into a range of global business issues. The “ForeSight” section on its website invites readers to explore a “library of latest thinking”: a collection of insightful, provocative and engaging thought leadership pieces on topics ranging from asset management to depositary receipts.

The project at a glance

- BNY Mellon’s thought leadership pieces are aimed at demonstrating its leadership, innovation and expertise
- CLS Communication’s writers have in-depth knowledge of the topics covered and work with BNY Mellon to build a story
- The account manager at CLS Communication has close and frequent contact with the client
- Following the initial project to write a piece on syndicated loans, CLS Communication continues to work with the client on a series of thought leadership pieces

Client benefits

- Active partnership: CLS Communication works closely with the client, helping to develop the brief and story and providing editorial input and recommendations
- Reliable quality: Even at the first-draft stage, BNY Mellon receives properly edited and reviewed copy, thanks to the involvement of a second writer. This keeps changes at the client’s end to a minimum – saving valuable time
- Ongoing relationship: In CLS Communication, BNY Mellon has a trusted partner that now supports it on a range of writing projects besides thought leadership pieces, such as newsletters and client mailings

CLS Communication has put in place a tailored process for BNY Mellon’s thought leadership series. This provides a streamlined, yet flexible framework, accommodating the demands of each individual piece and its stakeholders:

- CLS Communication conducts one or more interviews to flesh out the brief, before submitting an outline structure
- The writer then submits a first draft and subsequently integrates the client’s feedback in one or more redrafts
- CLS Communication has put together a core team of writers and editors to work on the whole series of pieces, ensuring continuity and consistency throughout the project
- For all the thought leadership pieces in the series, the writer is available for conference calls and face-to-face meetings with business experts
- The account manager at CLS Communication works very closely with the client, ensuring plenty of direct interaction

“Simply the best experience we have ever had in putting together one of these. A huge thank you.”

BNY Mellon, Managing Director, Corporate Trust

Your partner of choice

For further information please contact us at www.cls-communication.com