

# Market research



# Who does this agency work with?

In the twelve years since launching Marketcolor has worked with (~inhales~) SWIFT, the World Council For Sustainable Development, the World Economic Forum, MergerMarket, the Financial Times, Pioneer Investments, Newton Asset Management, Fidelity Investments, Moody's Analytics, Deutsche Bank, Wired Magazine, IBM, Balenciaga, Google, Euronews, Euroclear, the European Commission, Vogue, eBay, Ardian, Defra, UBS, BNP Paribas, Barclays, Oxford University Press, Aberdeen Asset Management, Broadridge and Amazon Web Services.

“Even this list is a drop in the ocean. We work with everyone.”

PERCY, FISH



Active engagements as of June 2024:

- Bloomberg
- BNY
- capital.com
- Euronews
- Nasdaq
- Philip Morris International

# What are these finance types thinking about?

Our clients seek our collaboration because we have the subject matter expertise required to communicate complex ideas to their target audiences. The same core message can be conveyed in many different ways. We have crafted robust, integrated and targeted campaigns for some of the largest banks, exchanges, intermediaries and investment product advisors in the world because not only do we understand the subject matter, we possess the artistic flair needed for it to make a splash.

“Marketcolor prides itself on wading through our clients’ technical themes. We know what you’re thinking about.”

THEO, CHIEF EXECUTIVE



# When do they want their reports created?

One doesn't work with every Wall Street bank without learning a thing or ten about how technical content gets made. For example, the process of creating a client's report on T+1 is preceded by making a South Korean client's regulatory speech on T+0. And the Eurosystem's T+2 RTGS flash report. We are worldwide and even in the case of new innovations, we have covered and made content for similar clients elsewhere. Experience is not a silver bullet but it does give us a perspective you don't find in many content and design agencies.

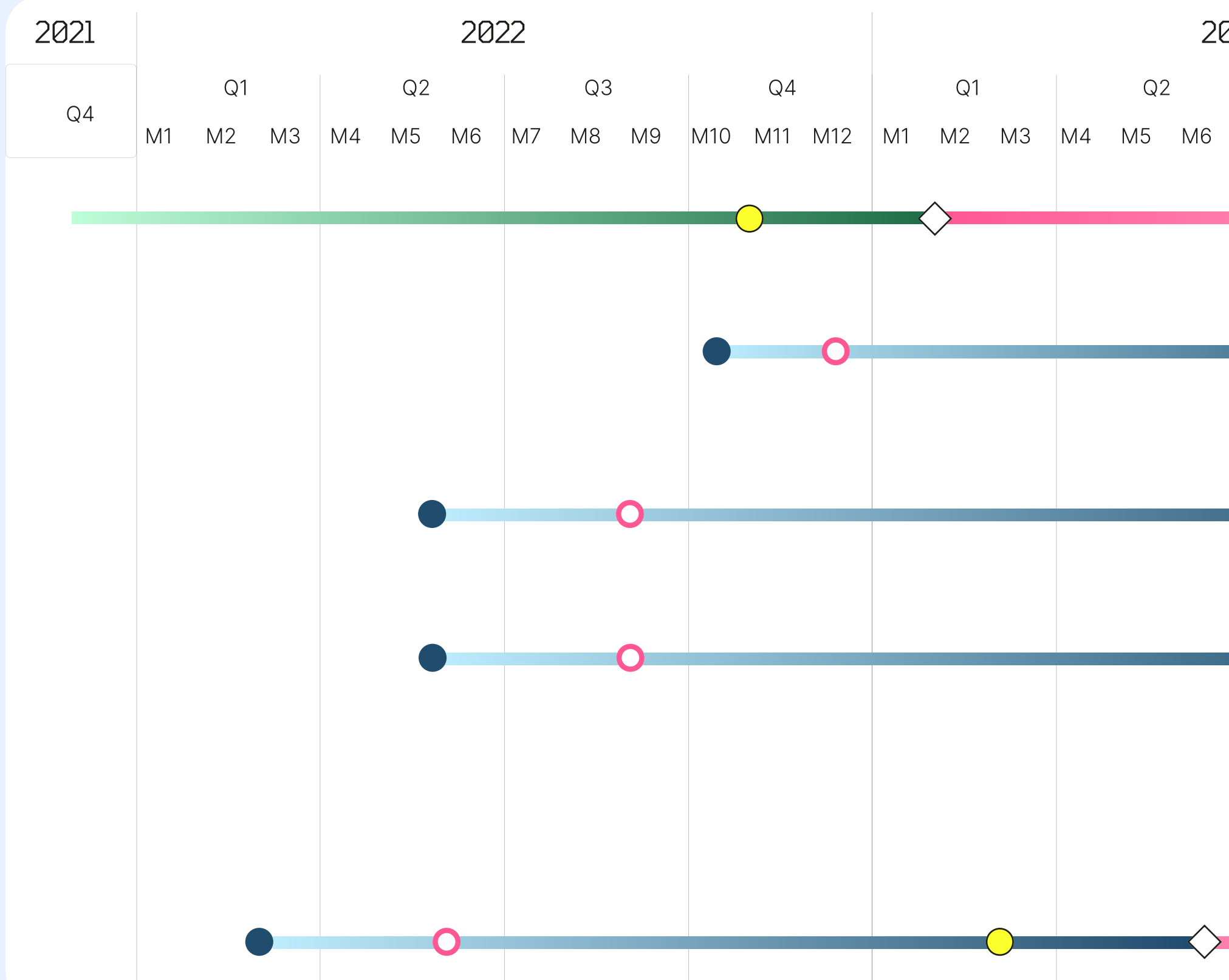
👉👉👉 This is for client eyes only, but below is a sneak peek at how we help clients stay ahead

Timeline of active SEC rules for investment and wealth management

- Approval Date
- Proposal Date
- ◇ Effective Date
- Reg-flex Action Date
- Comment Deadline

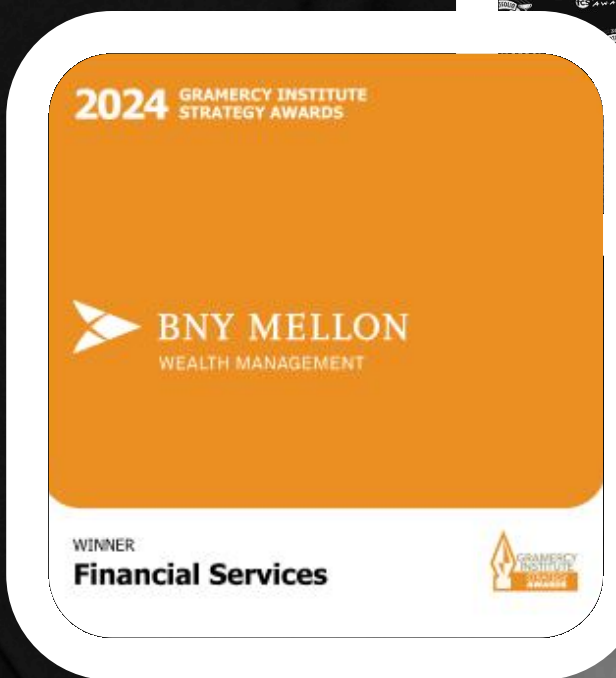
Investment Management Rules

- Tailored Shareholder Reports
- Open-End Fund Liquidity Risk Management Programs and Swing Pricing
- Enhanced Disclosures by Certain Inv. Advisers and Inv. Companies about ESG
- Investment Company Names Rule
- Fund Fee Disclosure and Reform & Exchange-Traded Products
- T+1



# We win awards with and for our clients

We've earned top honors, including the three 2024 Gramercy Institute for Strategy and gold at the FCS Portfolio Awards for Digital Collateral in just the past few months.





**Julian  
Pidoux**

HEAD OF COMMUNICATIONS

Philip Morris International

**“They translated these complexities into stunning visuals that perfectly captured the essence of our vision.”**

We had the pleasure of working with Marketcolor on a technically complex project that required not only creative expertise but also a deep understanding of intricate technical and corporate details. The team at Marketcolor exceeded our expectations, demonstrating an impressive ability to grasp the nuances of our project. They translated these complexities into stunning visuals that perfectly captured the essence of our vision.

Their creative approach was both innovative and aligned with our goals, resulting in deliverables that were not only visually compelling but also technically accurate. The professionalism, creativity, and technical insight displayed by Marketcolor make them a standout partner for any project requiring a blend of creativity and technical understanding. We highly recommend their services.



**Nancy  
Murphy**

PROGRAM DIRECTOR  
SWIFT Institute

**"Marketcolor went beyond expectations, by researching each in instructor's available research in order to understand the topic thoroughly."**

In 2016, we asked Marketcolor to create an infographic for a research project that compared EU-US AML/CTF Rules, making a dense detailed subject accessible to all. They were remarkable in their ability to understand and visualize this content. So in 2019 we asked Marketcolor to create mindmaps of eight training modules for use by a group of foreign, non-native English speakers. The task was for them to understand the topic, the logic flow and the objectives of each course based on eight instructors' brief outline.

Marketcolor went beyond expectations, by researching each in instructor's available research in order to understand the topic thoroughly which resulted in eight accurate mindmaps. Might I add that Marketcolor had less than two weeks to create the mindmaps between receiving the course outlines and the deadline to get the course booklets to the printer. They produced exceptional work, and were a pleasure to work with through the iterations of the mind maps to the final product. No doubt we will use them again.



**Jesse  
McWaters**

FINANCIAL INNOVATION LEAD  
World Economic Forum

**"Our collaboration with Marketcolor led to a three-fold increase in open and click-through rates."**

Marketcolor is that rare agency who can take dense financial content and turn it into beautifully realised web experiences and who can then work with in-house systems administrators to deploy it all in a custom-CMS. Our collaboration with Marketcolor led to a three-fold increase in open and click-through rates.



# Some of our capabilities



data visualization



gamification



production



technical illustration



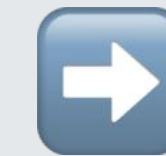
thought leadership



web apps



animation



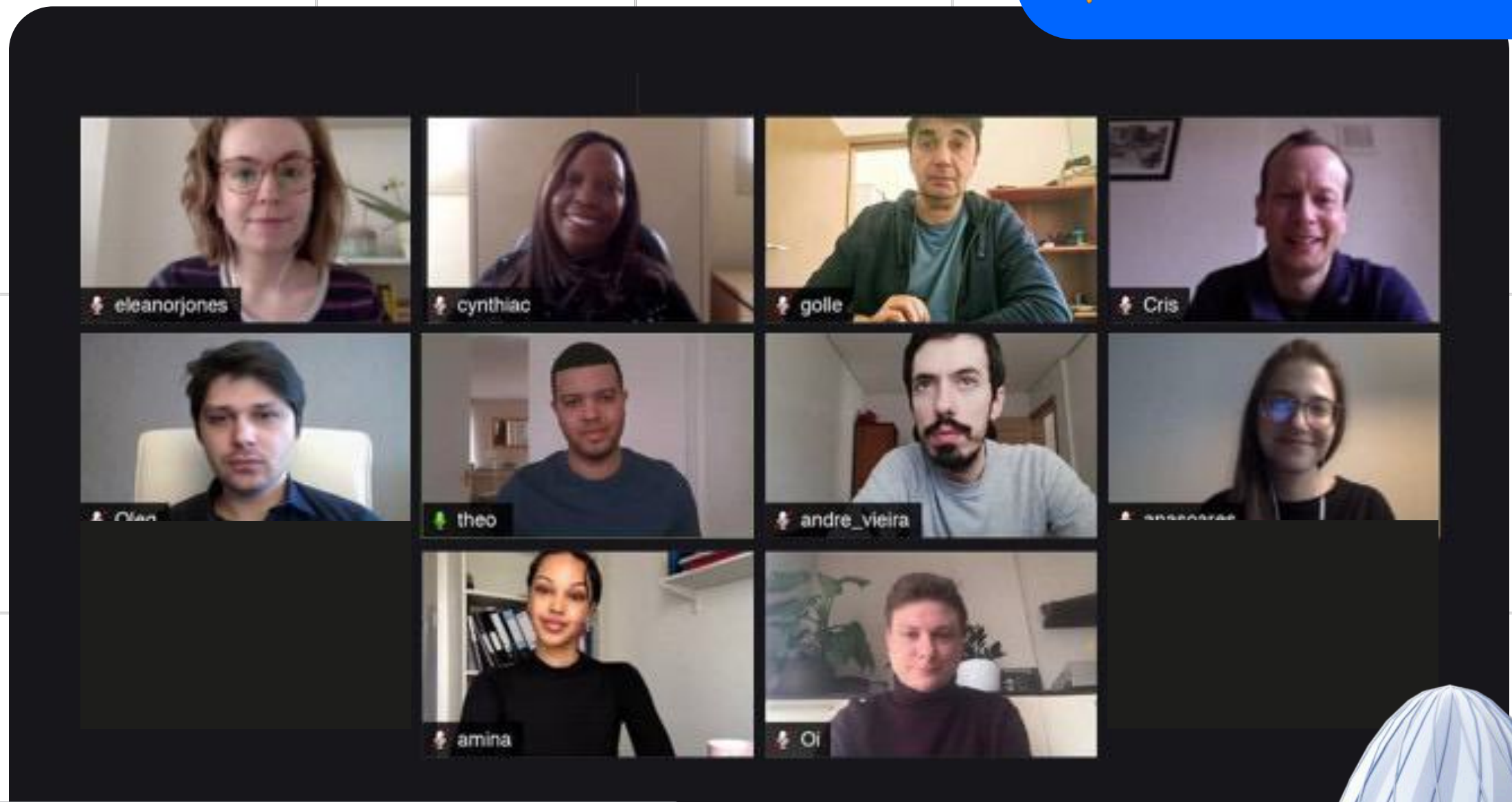
and more...

# Our office is along London's River Thames

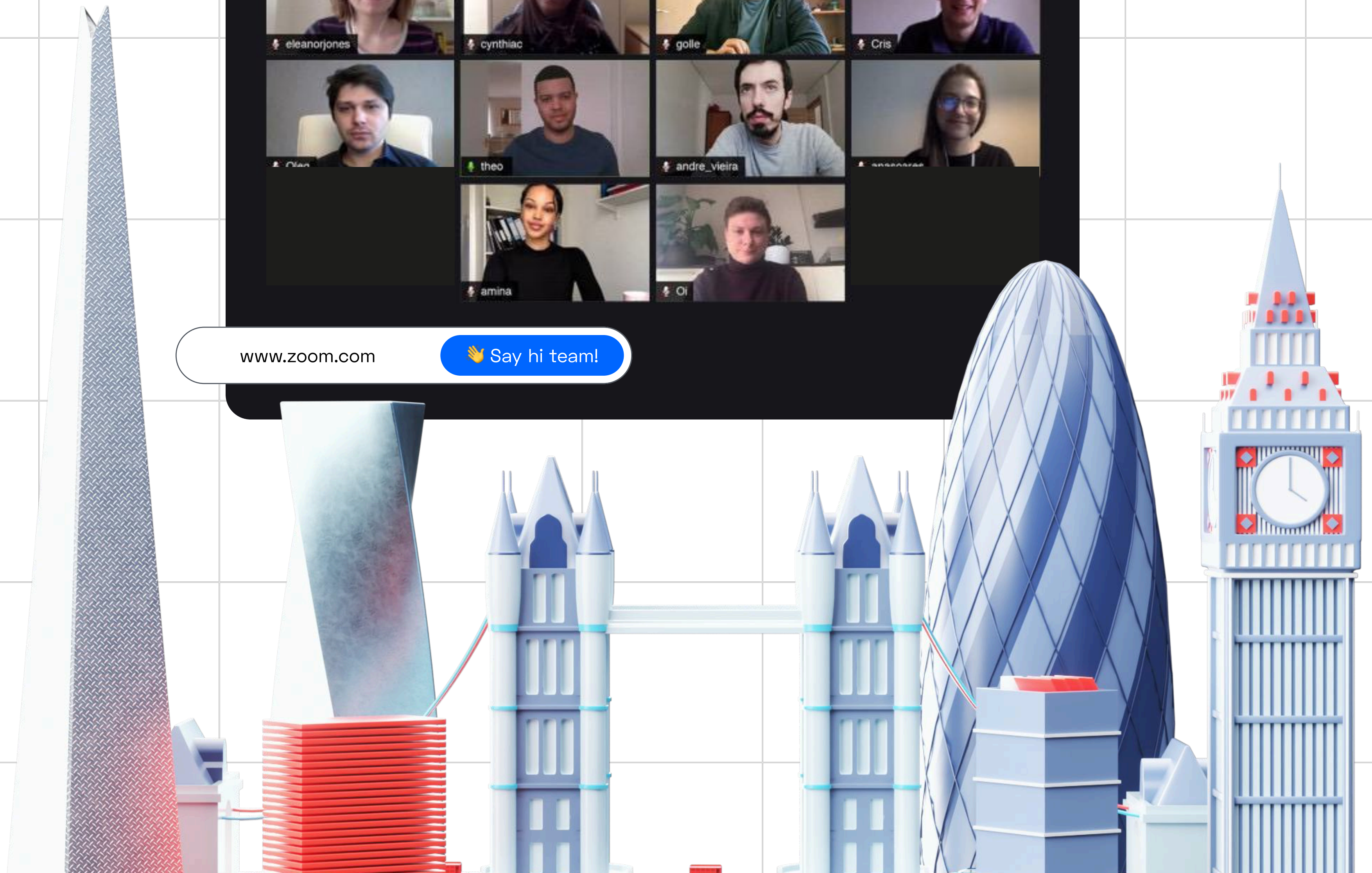
In 2019, Marketcolor purchased an office along Southwark Bridge Road. This was just six months prior to the onset of Covid-19. Not an auspicious start. There is an old adage that financial professionals save their very worst speculations for their own portfolios.

We call London home but with so many of our clients based on the other side of the pond, our office lights stay on from 09:00 GST when the LSE opens, right through to 16:00 EST when they're calling it a day at the NYSE. Marketcolor is a flexible collaborator and we are accommodating to the sporadic nature of technical and financial industries, always with the aim of making our clients lives easier.

👉 Some of our team works from home



[www.zoom.com](https://www.zoom.com) 🙋 Say hi team!



CHIEF EXECUTIVE

# Thelonious Casey

Good content is a little bit ahead of its time but never ahead of its audience.

Snow Fall and What Is Code? Were the gold standard of good content back then. Today, John Burn-Murdoch's Financial Times Covid-19 charts have been more widely shared than any long-form piece could hope for. In 2020, data can be good content.



FINANCIAL DIRECTOR

# Cynthia Casey

**Good content to me is consistently delivered.**

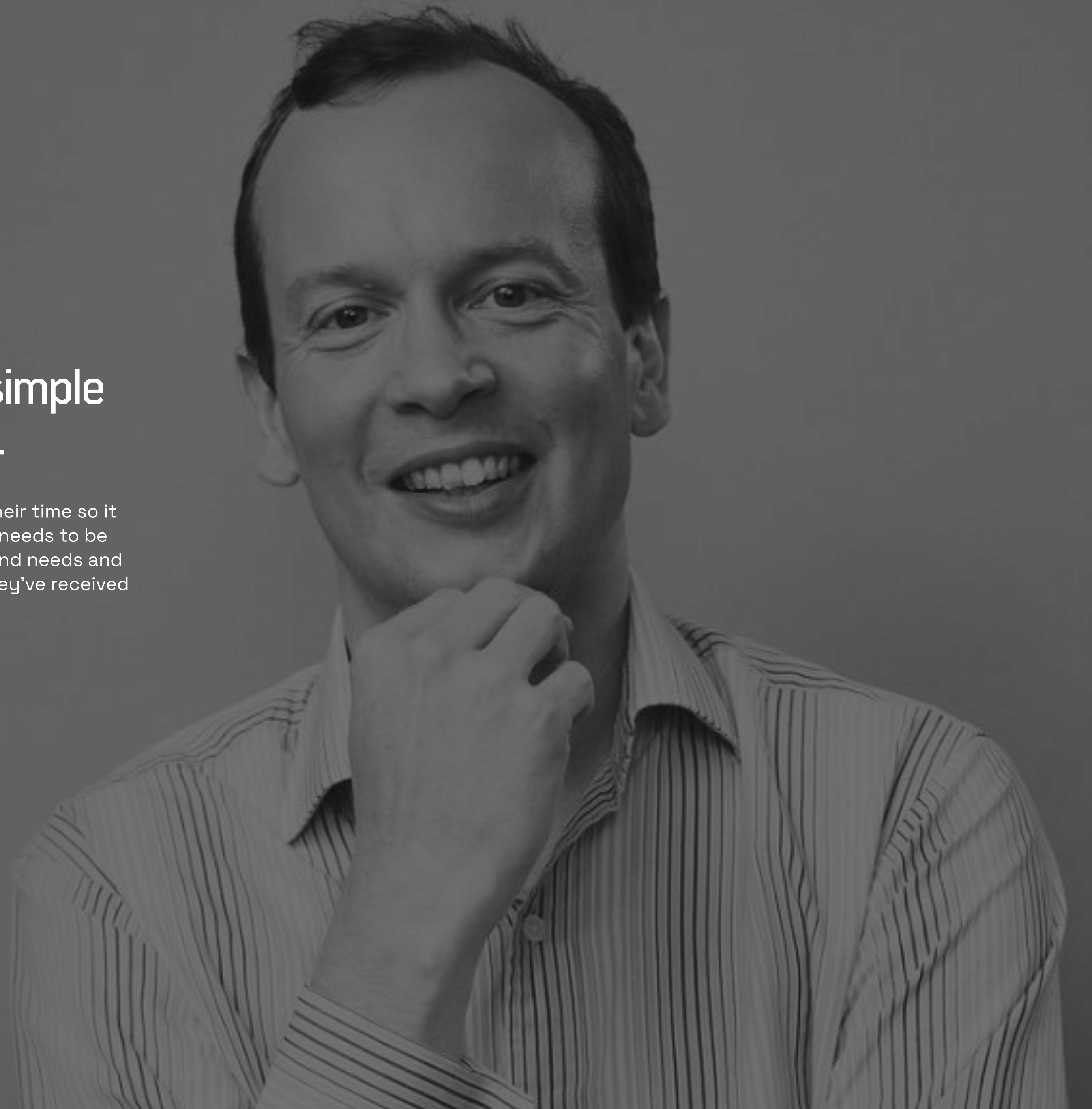
During my time as a financial advisor, I watched as my practice was acquired by a larger company which neglected its new customer base with fewer, sporadically released updates. It wasn't clear until the clients stopped receiving our content how much they valued it. Content is an invisible USP and when you take it away you realise how central it is the client experience.

SENIOR EDITOR

# Cris Heaton

Good content is simple  
but not simplified.

Clients have a lot of demands on their time so it needs to be attention-grabbing, it needs to be concise. It also must be accurate and needs and leave them going away knowing they've received good insight.

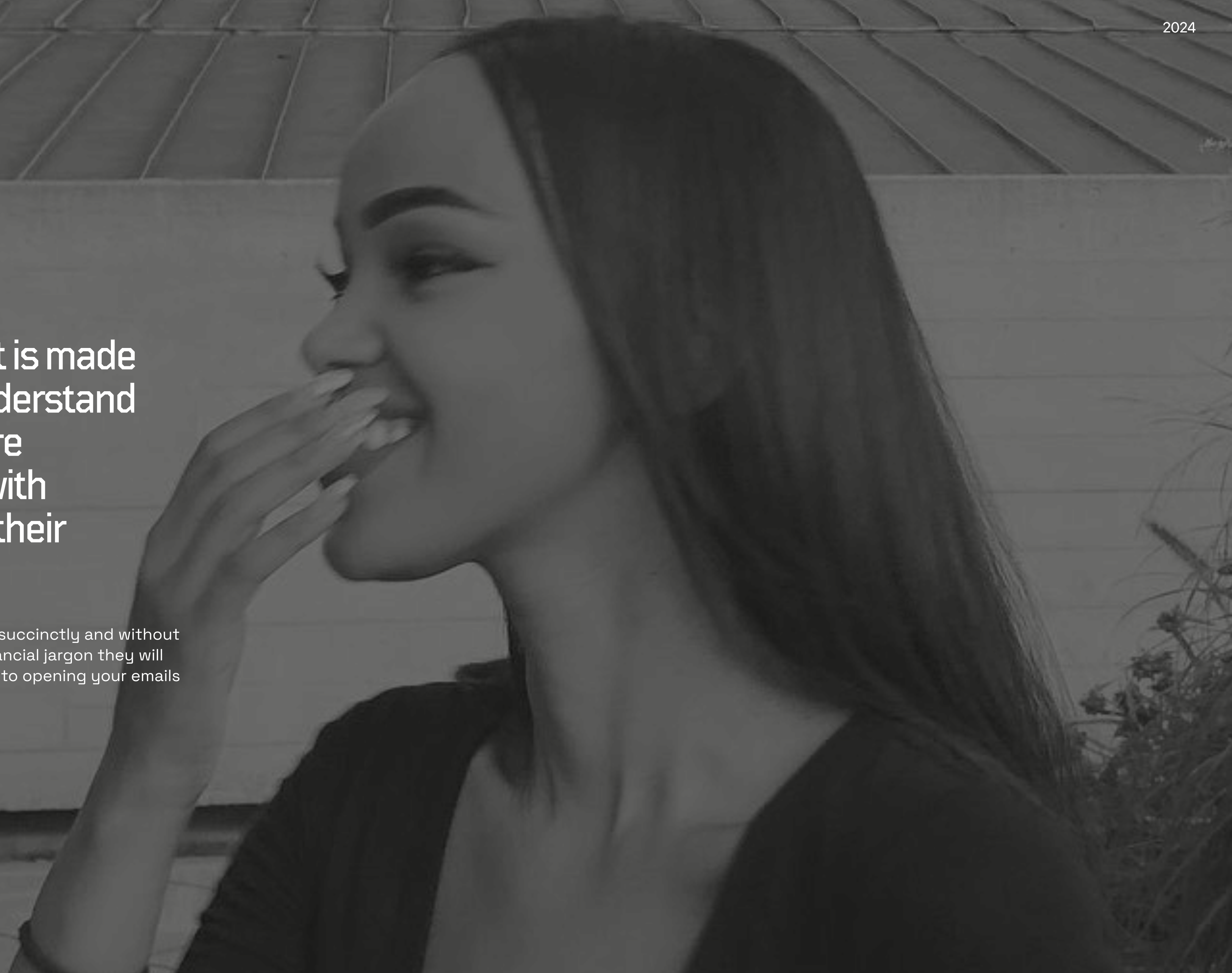


BRAND DESIGNER

# Amina Cali

Good content is made when you understand that clients are bombarded with demands on their attention.

If you can come to a point succinctly and without blinding the client with financial jargon they will trust you and look forward to opening your emails and posts.



PROJECT LEAD

# Tom Briggs

Good content speaks  
to the brand values clearly  
and in a succinct way.

At Marketcolor we are always optimising for display  
format. The content has to not be intrusive. No one  
wants to read an essay if the format in Instagram.



# Premium-Informed Matrix

Each client of Marketcolor is like a snowflake... because your feedback can be cold, man. Only kidding. You are snowflakes because you are all so different. The undertakings for the client is driven by need, timeline, audience type and - some say most importantly - budget. In the initial consultations we try to help our clients understand what is possible, and then what is in budget.

They are not always the same thing!

content hubs

exclusive interviews

animated explainers

regular podcasts

infographics

reports

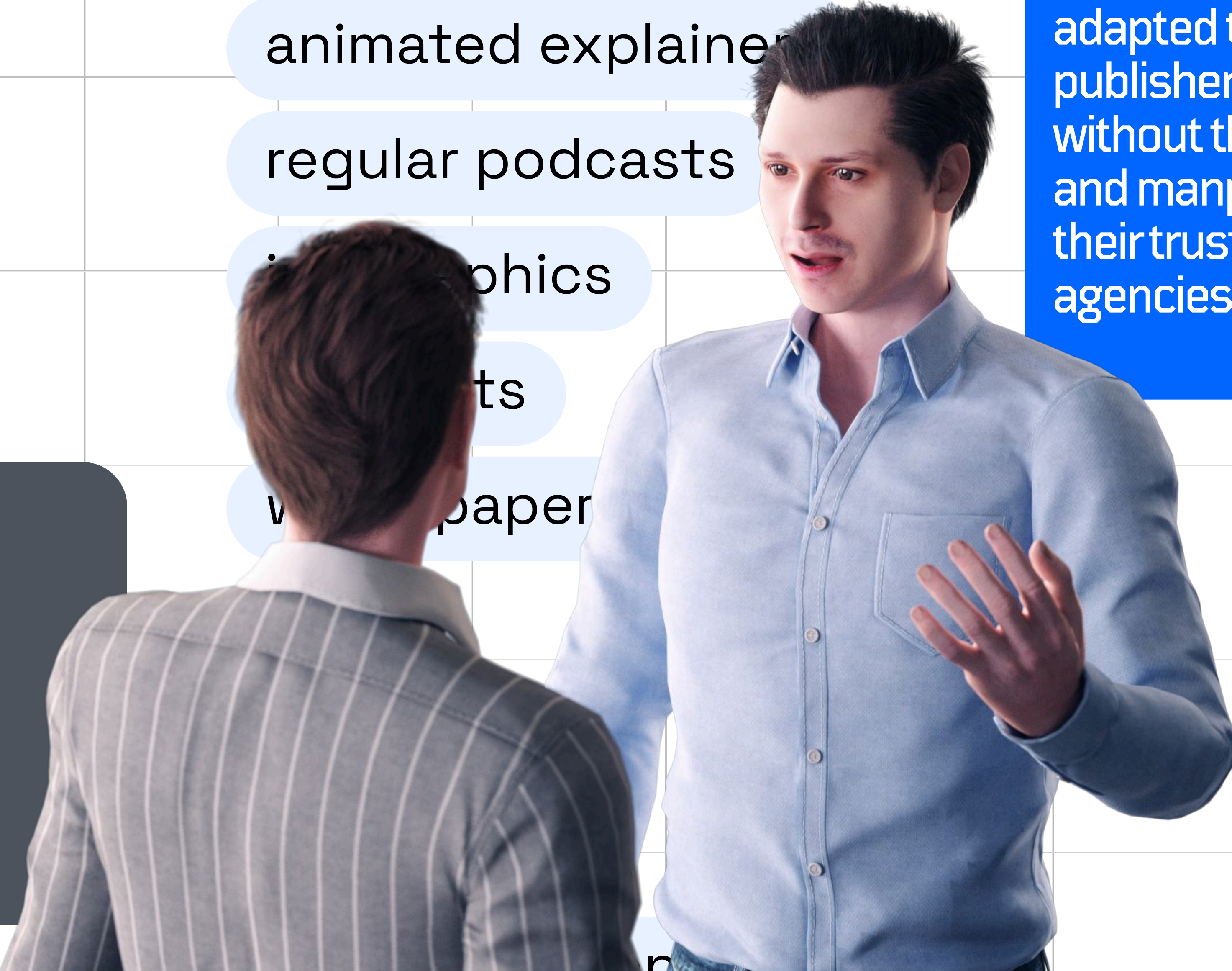
whitepaper

**“Clients have adapted to become publishers and not without the insight and manpower of their trusted agencies.”**

OLEG, ANIMATOR



Define first what is possible, then what is in budget.





Case Studies

# Galaxy Brain Investor

Produced for Euronews  
Winner of several awards Launched March 2023

- Data Visualization
- Production
- Thought Leadership



| **Concept**

How we did it

Workflow

Result

**Galaxy Brain Investor. An educational series produced by Marketcolor, broadcasted by Euronews, and commissioned by Capital.com.**

**Galaxy Brain Investor is targeted at global investors, with a particular soft spot for European market happenings.**

 Produced for Euronews  
Winner of several awards Launched March 2023

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Concept

| How we did it

Workflow

Result



# How we avoided the Sea of Sameness

## GBI takes a “sideways” look at market events.

There is a strong current of self-serious financial media put out by CNBC, the Financial Times and The Economist. In keeping, financial institutions tend to wear the same straitjacket when approaching their own content.

Our primary research suggested that everyday investors found this suffocating and snooze-inducing. Similarly, the investing public found that investing stories tended to centralise on the largest market - the U.S. There is not much uncovered ground in this focus, as every publication echoes the same handful of narratives on Apple, Microsoft, et al. We wanted to create something different. What does a fund manager in Lichtenstein have to say about the price of gold? GBI was going to find out.

Produced for Euronews  
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# Marketcolor

Case Studies

Galaxy Brain Investor

## Concept

## How we did it

## | Workflow

## Result

Chaotic scribbles 🖋️ eventually become 🙏 great content 🙌

Episodes hosted by a financial journalist - NOT by a broadcaster. GBI would intentionally lean into wonky, nerdy topics, rather than attempting to placate a mass audience. One interview per episode at the choosing of the Marketcolor, Euronews and Capital.com teams.

Format	<ul style="list-style-type: none"> <li>• Six episodes</li> <li>• HD</li> <li>• .mxf output</li> <li>• Sony PMW-FS74K</li> <li>• Super 35mm camera, adding sharp prime lenses for a premium look</li> <li>• Ten minutes per episode</li> <li>• For the warehouse shots we would utilise a Polecam Jib, which provides smooth, floating crane shots, dynamic angles and camera motion</li> </ul>
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Pre-production	<ul style="list-style-type: none"> <li>• Research</li> <li>• Budget allocation</li> <li>• Episode outlining</li> <li>• Locations secured</li> <li>• Scriptwriting</li> <li>• Storyboarding</li> </ul>
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Production	<ul style="list-style-type: none"> <li>• Production design</li> <li>• Principal photography</li> <li>• (Cam A, Cam B)</li> <li>• On-location sound engineering</li> </ul>
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Post-production	<ul style="list-style-type: none"> <li>• Virtual interview with guest</li> <li>• Editing</li> <li>• Colour grading</li> <li>• Applying 2D and 3D animated graphics</li> <li>• Sound design</li> </ul>
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# Marketcolor

Case Studies

Galaxy Brain Investor

## Concept

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Pre-production

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Post-production

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Produced for Euronews  
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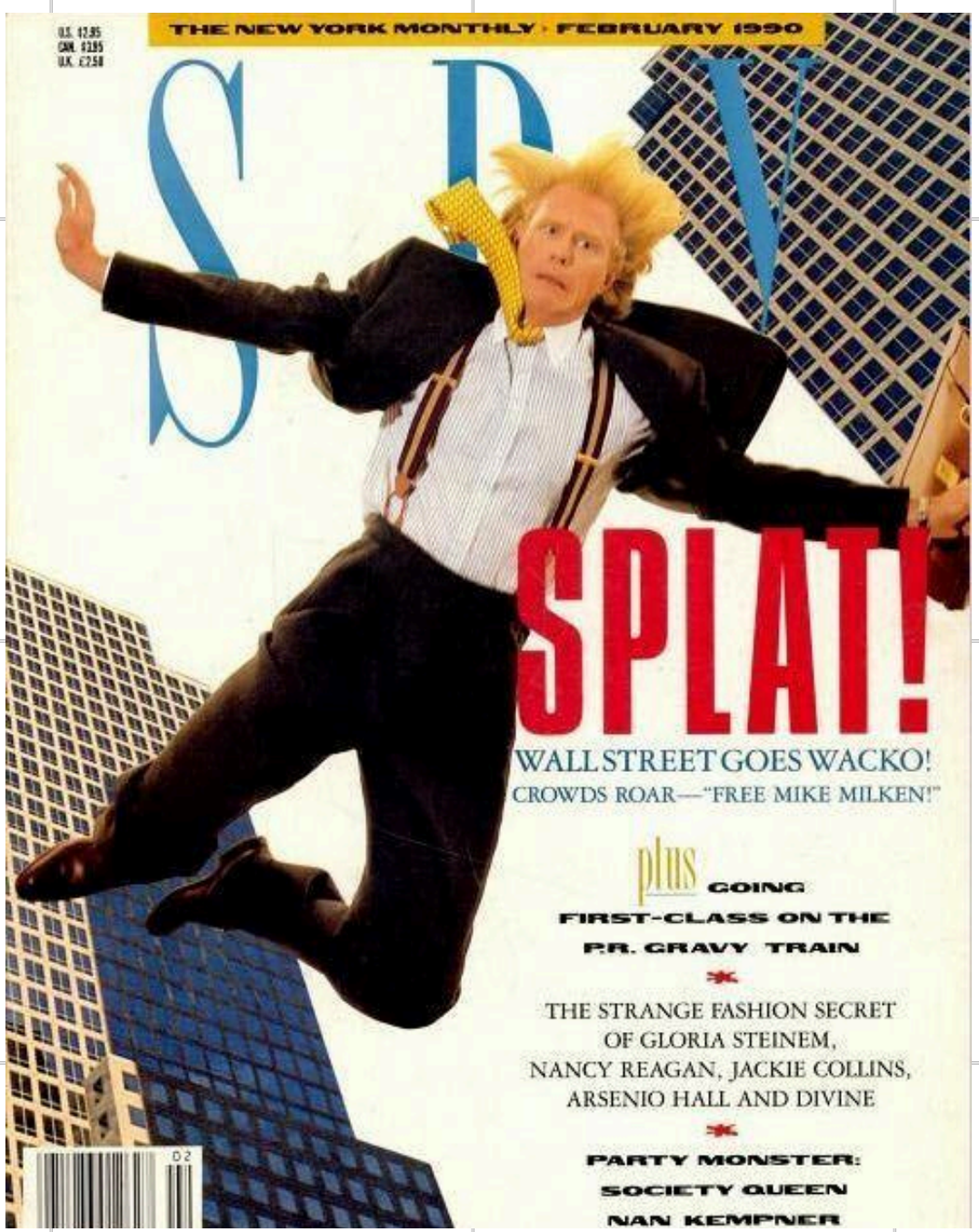
Data Visualization    Production

Thought Leadership



Planet Money has a Dada-esque, intentionally chaotic style

However, stylistically, the show owes most of its visual approach to NPR's Planet Money TikTok page\*. Filming took place at a warehouse in Clapton. Two episodes were filmed per session, to maximise efficiency and flexibility. Each episode was scripted and storyboarded ahead of the shoot, so that we precisely captured the required camera moves and background plates to composite the animations into.



SPY Magazine never took itself too seriously

The post-production style is inspired by some of the great wacky editorial designs of the 1980s - SPY Magazine\*, Vanity Fair. We also took a lot from Richard Turley's Bloomberg Businessweek. We love the subversion and ability to not take a subject matter too seriously.

# Concept

# How we did it

# | Workflow

Pre-production

Production

Post-production

# Result

Working from a teleprompt, we capture two takes of every line in the script: a slow read and a dynamic read. For the benefit of those dubbings, the client usually settled on the slower takes. But we always recorded a more natural option, just in case!

## Filming

Script content is categorized into four groups: Explanation, Metaphor, Theatrical Aside and Promo.

A Cam - 35mm (Wide)



Core explanation, host is engaging directly with audience.

B Cam - 85mm (Close up)



B Cam: Metaphors and theatrical bits, we are usually off at an angle.

Produced for Euronews Winner of several awards Launched March 2023

Data Visualization Production

Thought Leadership

# Concept

# How we did it

# Workflow

Pre-production

Production

Post-production

# Result

Produced for Euronews  
Winner of several awards Launched March 2023

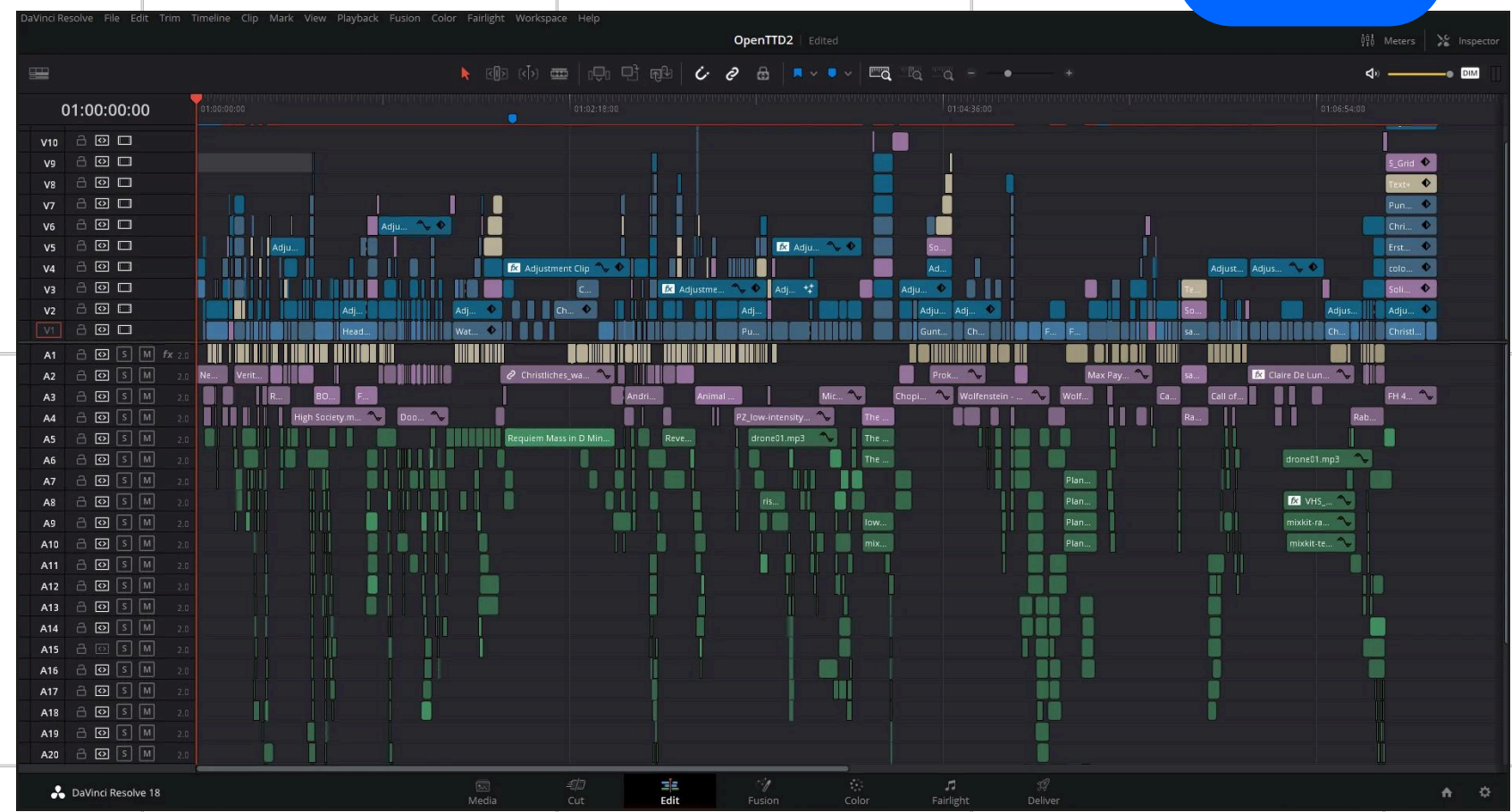
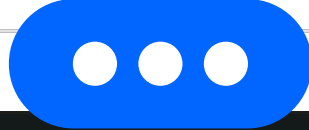
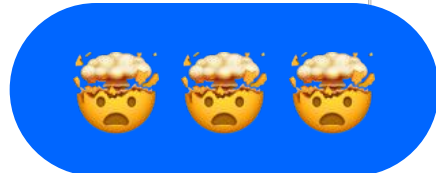
Data Visualization Production

Thought Leadership

Virtual interview with guest  
Editing  
Colour grading  
Applying graphics  
Sound design

Funny story: episodes one and two were shot in a physical studio. By episode three, we moved to a green-screen studio. The move added to the animation and post-production requirements of the series. We could no longer rely on swoopy camera pans and bokeh to keep the audience engaged. Every second of every episode had some post-production heavy lifting baked into it.

BAD DAVINCI! VERY BAD DAVINCI!



Concept

How we did it

Workflow

| Result




 Produced for Euronews  
 Winner of several awards Launched March 2023

- Data Visualization
- Production
- Thought Leadership



Case Studies

Galaxy Brain Investor

Concept

How we did it

Workflow

| Result

# Catch all six episodes on **euronews**

 Produced for Euronews  
Winner of several awards Launched March 2023

- Data Visualization
- Production
- Thought Leadership

# More Case Studies

# Ahead



Case Studies

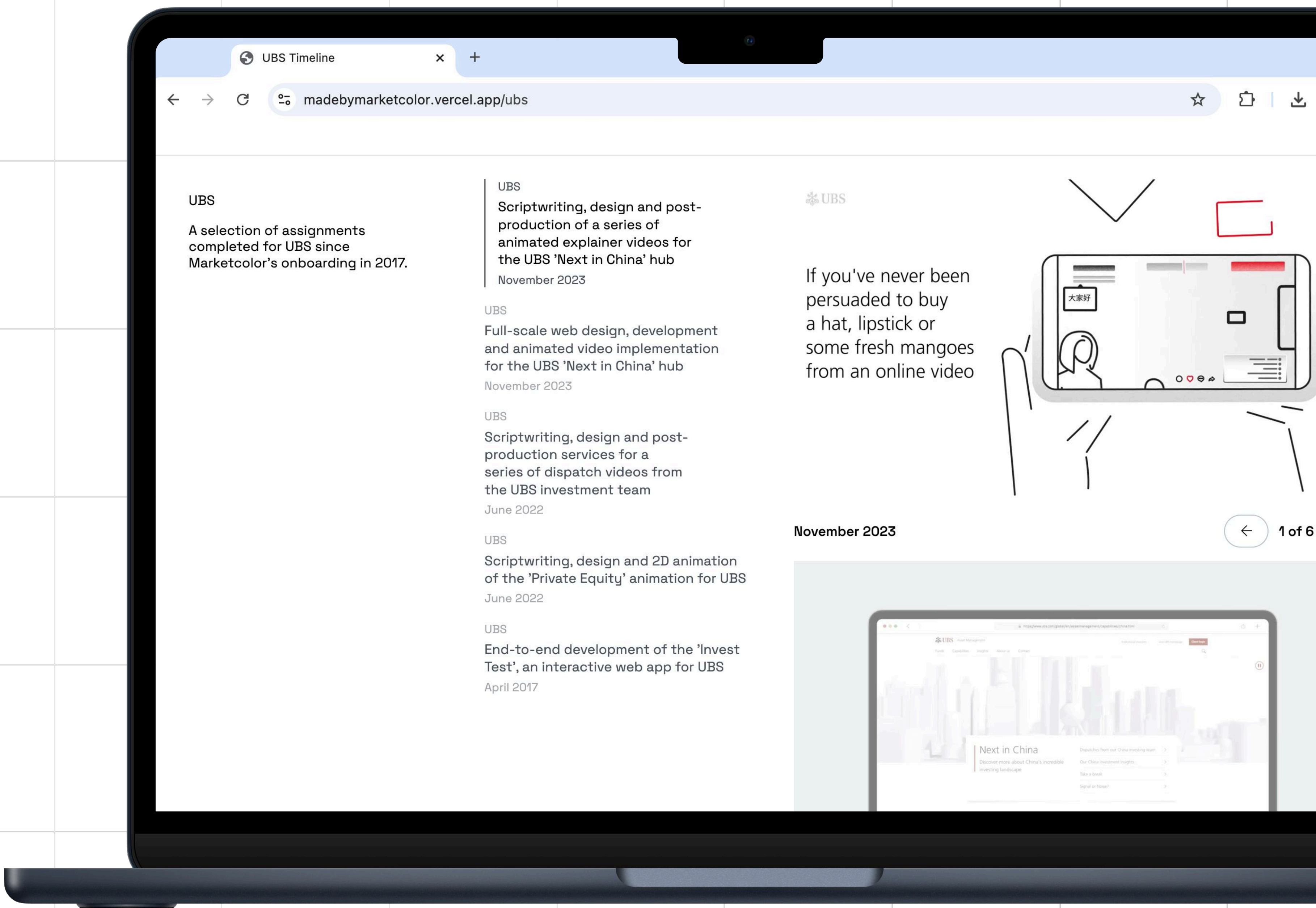
# UBS

Marketcolor was commissioned by a Swiss asset manager to produce a landing page about China. Specifically, to teach investors about how to invest in one of the world's youngest international investment markets.

gamification

web app

[Find project here](#)



**UBS**  
 A selection of assignments completed for UBS since Marketcolor's onboarding in 2017.

**UBS**  
 Scriptwriting, design and post-production of a series of animated explainer videos for the UBS 'Next in China' hub  
 November 2023

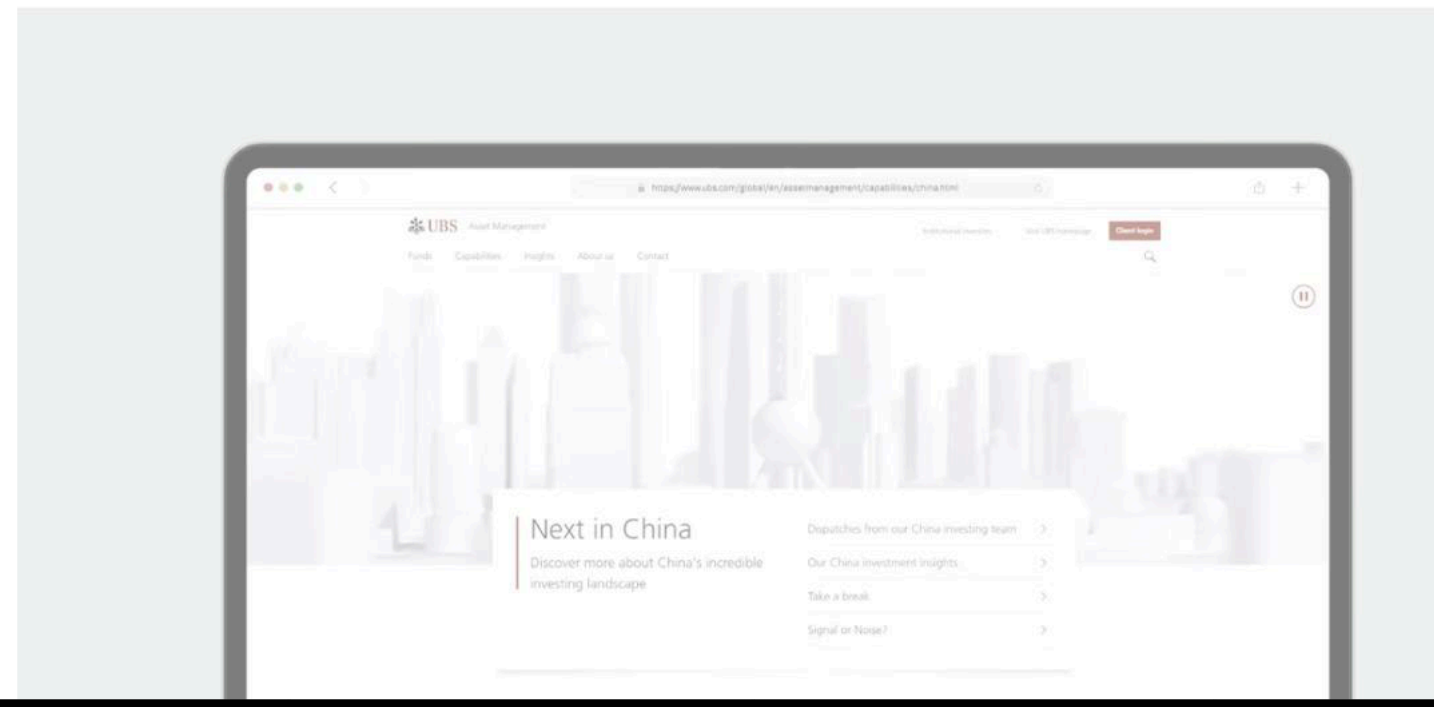
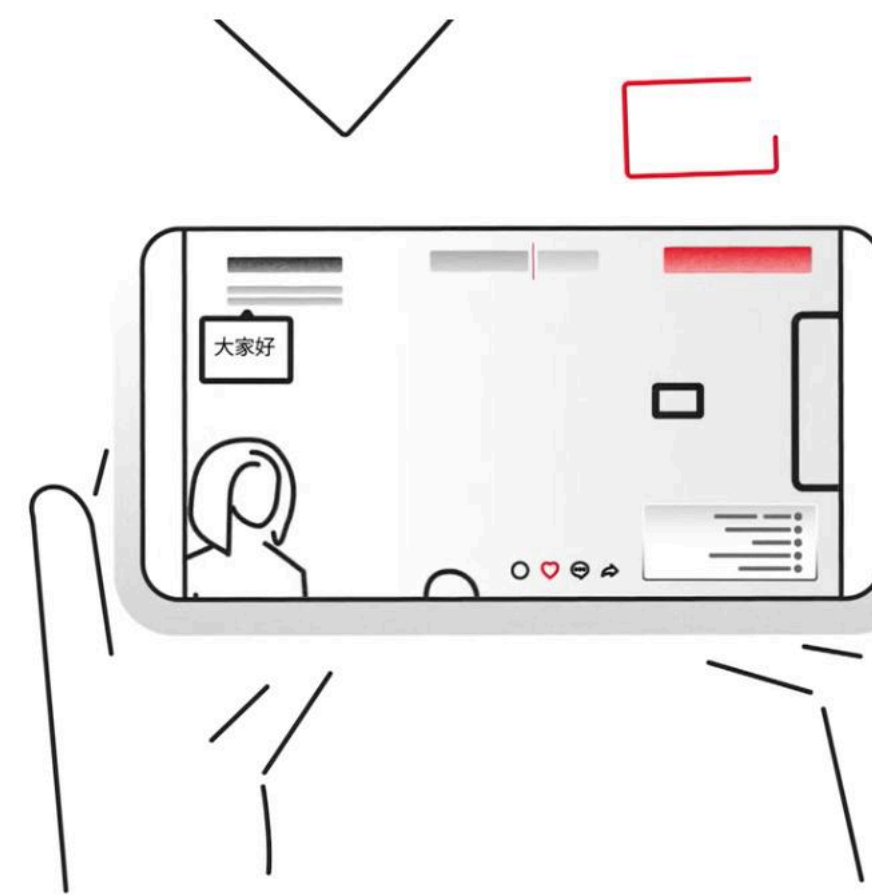
**UBS**  
 Full-scale web design, development and animated video implementation for the UBS 'Next in China' hub  
 November 2023

**UBS**  
 Scriptwriting, design and post-production services for a series of dispatch videos from the UBS investment team  
 June 2022

**UBS**  
 Scriptwriting, design and 2D animation of the 'Private Equity' animation for UBS  
 June 2022

**UBS**  
 End-to-end development of the 'Invest Test', an interactive web app for UBS  
 April 2017

**UBS**  
 If you've never been persuaded to buy a hat, lipstick or some fresh mangoes from an online video



Case Studies

# Philip Morris International

An innovative approach to web design: to commemorate 50 years of PMI Science's campus in Neuchatel Switzerland Marketcolor developed a three-dimensional fully explorable campus with nine interactive "rooms" for discovery.



technical illustration

web app

Case Studies

# Balenciaga

One of many collaborations with the Conde Nast team, Marketcolor developed a page to host elements from an Autumn-Winter 2018 campaign from the edgy brand complete lithe models posing in surreal cinemagraphs.



# VOGUE

BRITISH

- NEWS
- FASHION
- CATWALK
- BEAUTY
- ARTS & LIFESTYLE
- VIDEO
- MORE ▾



web app

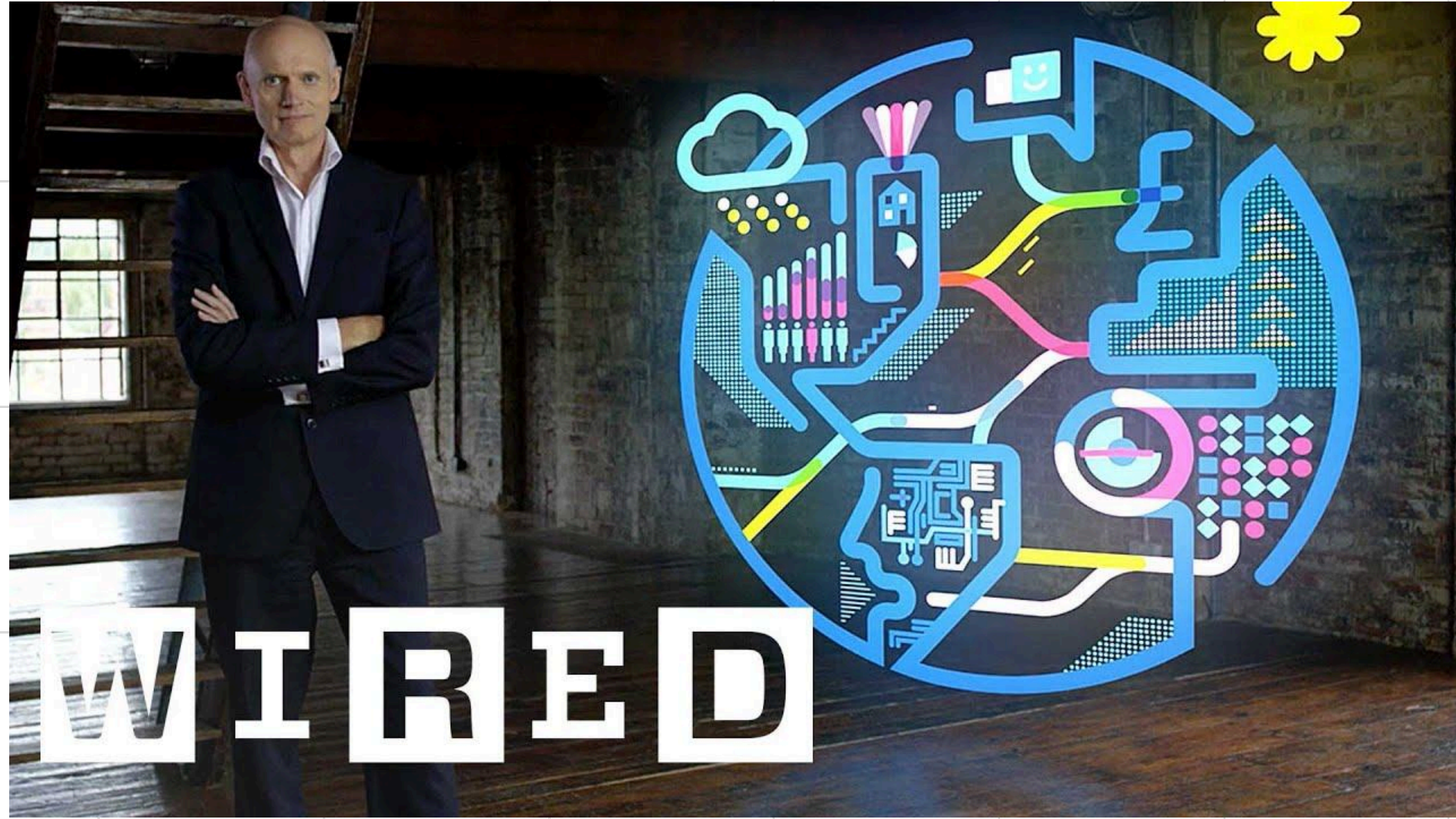
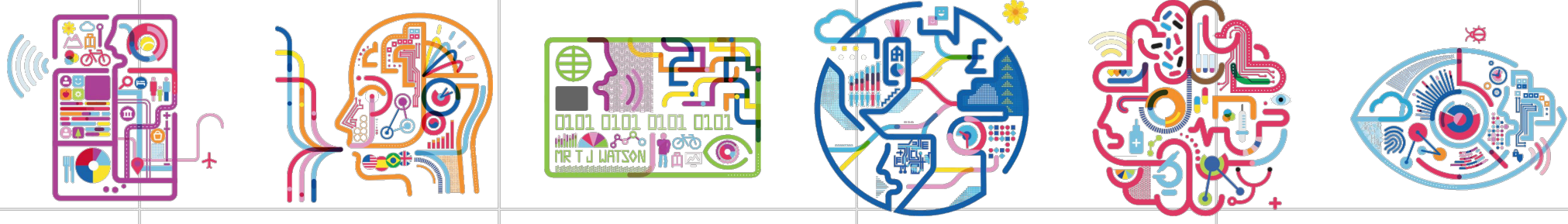
[Find project here](#)



Case Studies

# IBM Watson

Wired magazine brought in Marketcolor to develop six interactive infographics all about AI [before it was cool] based on infographics designed by Joe Swainson. The graphics were then re-rendered in three dimensions to provide color to the filmed explainers.



data visualization

Marketcolor

## Case Studies


# World Economic Forum

One of our first big gigs: Jesse McWaters of the Forum's Future of Financial Services task force brought in Marketcolor to develop a landing page and interactive quiz centered around digital payments. This was quite groundbreaking when it was published (in 2013).

gamification

thought leadership

[Find project here](#)



Across the globe, individuals fail to save enough to compensate for eroding public pension schemes. Recent research sheds light on behavioural causes of that failure and on which fixes work and which do not.

Take our five-minute quiz on pension insights and then provide feedback on our calls-for-action to industry and regulators.

**START QUIZ →**

OR

**SELECT CHAPTER**

0 Limited Understanding of Financial Concepts CHAPTER 1 Question 1/8

**The level of financial literacy is commonly measured using the following three questions:**

- 1 You have \$100 in a savings account. The interest rate is 2% per year. After 5 years, how much would you have in the account if you left the money to grow?
- 2 The interest rate is 1% per year. Inflation is 2% per year. After 1 year, would you be able to buy more, exactly the same, or less than today with the money in this account?
- 3 "Buying a single company stock usually provides a safer return than a stock mutual fund." True or false?


**Which country exhibited the lowest share of respondents answering all three questions correctly?**

A USA

B Germany

C Netherlands

SHOW ANSWER WORLD ECONOMIC FORUM NEXT



Across the globe, individuals fail to save enough to compensate for eroding public pension schemes. Recent research sheds light on behavioural causes of that failure and on which fixes work and which do not.

Take our five-minute quiz on pension insights and then provide feedback on our calls-for-action to industry and regulators.

**SELECT CHAPTER**

- 1 SITUATION: HUMANS ARE NOT BUILT TO SAVE FOR RETIREMENT
- 2 COMPLICATION: THE LAST MILE – MUCH HAS BEEN TRIED, BUT WITHOUT BIG SUCCESS SO FAR
- 3 SOLUTION: THE LAST MILE RECONSIDERED - LITTLE THINGS CAN MAKE A BIG DIFFERENCE

15 Lack of Self-Control CHAPTER 1 Question 2/8

**Appropriate saving requires self-control, including goal-setting, monitoring, and a commitment to goals. There is evidence that:**

A self-control failure has negligible consequences on savings decisions as people are aware of their self-control problems and intuitively opt for adequate commitment contracts.

B households that exhibit self-control failure have disproportionately lower net worth and are more likely to face financial distress.

C when it comes to their finances, the vast majority of households exhibits strong self-control.

15 Lack of Self-Control CHAPTER 1 Question 2/8

**Solution** ✗

Correct answer: B Your answer: B


**households that exhibit self-control failure have disproportionately lower net worth and are more likely to face financial distress.**

Households with high levels of self control, as measured by goal setting ability, monitoring, and commitment to preset goals, have higher wealth levels and are less likely to face financial distress.

Source

Beshears, J., Choi, J., Harris, C., Laibson, D., Madrian, B.C., Sakong, J., 2015. Self Control and Commitment: Can Decreasing The Liquidity of a Savings Account Increase Deposits. NBER Working Paper 21474. Biljanovska, N., Palligkinis, S., 2015. Control Thyself: Self-Control Failure and Household Wealth. Working Paper.

SHOW ANSWER WORLD ECONOMIC FORUM +15 NEXT



**135 points**

**Congratulations!**

You successfully answered our quiz!

Case Studies

# Deutsche Bank

For Deutsche Bank we created the GEM Connect animated explainer. For this cash solution, Marketcolor developed a type of marble maze through which different solutions were navigating. It remains among Deutsche Bank's most watched videos in the five years since publication.

animation

[Find project here](#)





# Case Studies

# lastminute.com

Life's a beach! A super fun collaboration with M&C Saatchi London for Lastminute.com. Here, we built an interactive globe highlighting the top nude beaches around the world providing code, design and hosting.



The screenshot shows a web application interface with a pink 'lm' logo in the top left. The main heading is 'Where to bare your Beach BUMS' in pink and black text. Below the heading are two links: 'Nudist tips >' and 'Fun facts >'. On the left side, there is a vertical list of country names in light blue buttons: UK, Italy, Denmark, France, Germany, Spain, Brazil, and St. Martin. To the right of this list is a blue globe with pink dots and highlighted regions corresponding to the countries in the list.

gamification

web app

Case Studies

# Bloomberg

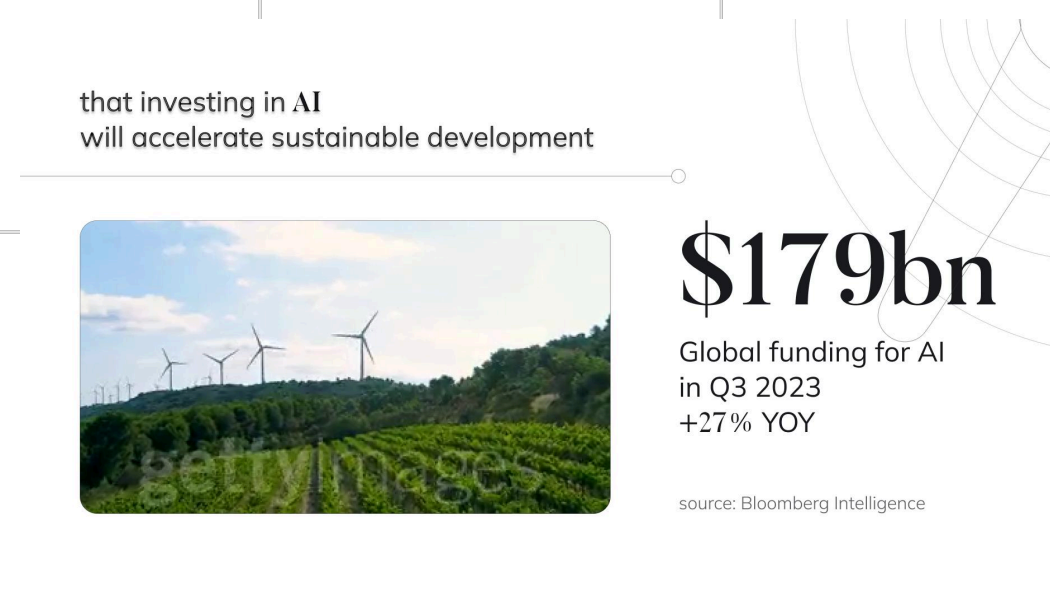
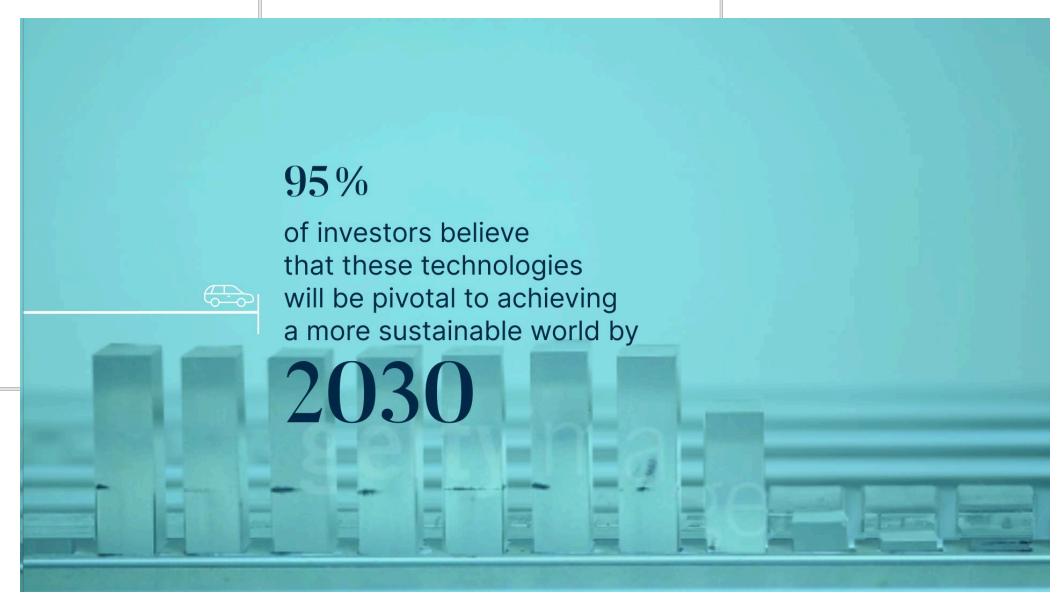
We produced the 'Accelerating Tomorrow' video for Bloomberg Media Studios, showcasing Mubadala's Future Technologies study. We tied together video and photographic elements with engaging animation and data visualization to really bring the study's insights to life. The video has reached over 110K views on Bloomberg's YouTube channel.

post-production

data visualization

animation

[Find project here](#)



source: Bloomberg Intelligence

# hello@marketcolor.co

Twelve years as a full-service content agency is a long time. And even this extensive list is only a taste of what Marketcolor has produced for these clients. But there are only so many hours in the day, and we appreciate that you made it this far. Reach out to learn more about our offering.



**Commissions**  
Our writers have advanced degrees, our designers have carpal tunnel and our developers dream in binary code. We are the boffins in the engine room and if you'd like to work with Marketcolor call [+44 203 887 1761](tel:+442038871761) or email [hello@marketcolor.co](mailto:hello@marketcolor.co). You can also follow us on [X](#), [facebook](#), [youtube](#), [instagram](#) and [linkedin](#)