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Corporate Banking



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# Barclays Corporate banking

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**Good News For Business**  
In partnership with **The Week**



# The objectives

## Communication Objectives:

Position Barclays Corporate Bank as the banking partner that supports British business, with deep sector expertise delivered through a personal relationship.

## Business Objectives:

Increase brand favourability and consideration.

# Our insights

Instability around Brexit and other global factors, has led to a crisis of confidence within the UK business world.

There are, however, a host of inspirational stories of success driving British business and stimulating the growth of the economy.

Barclays Corporate Banking is at the heart of this, helping businesses achieve their ambitions through industry expertise and a history of innovation.

The Week is a trusted voice which demands the attention of its audience, in particular the 150k magazine subscribers.

# The idea: Good News for Business

A young child wearing a textured hat and a sweater is shouting into a large, dark megaphone. The child's mouth is wide open, and their hand is holding the handle of the megaphone. The background is a soft, out-of-focus outdoor scene with trees and a bright sky.

*Good News for Business* is a platform to surface and celebrate the innovations, legislation, people and companies driving the British economy now and in the future, across all the sectors relevant to Barclays Corporate bank.

Applying The Week's well established curation techniques, the content series educates and inspires an audience made up of Barclays' existing and potential customers.

# Campaign Overview



## Print

8x full page sponsored editorials



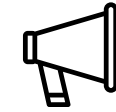
## Digital Content

8x bespoke online advertorials  
32x online editorials  
Bespoke 'Barclays Blue' Business Page



## Podcasts

Sponsorship of *The Week Unwrapped*, plus 8 bespoke *Business Unwrapped* episodes



## Social Amplification

Amplification of the content to The Weeks social and newsletter following



## Native Ads

8x custom build podcast native ads  
8x advertorial native ads



## Content Roadblocks

All bespoke content and the GNFB hub was roadblocked 100% SOV with 3x creative sets of Barclays ads



## Traffic Drivers

8x co-branded advertorial traffic drivers  
1x co-branded GNFB hub traffic driver



## Research

To measure campaign effectiveness, a survey was carried out to The Week audience

# Print

At the heart of the campaign was the brand new 'Good News for Business' magazine section.

Running opposite the weekly City section it provided a go to destination, celebrating all that is great about British business within industry sectors relevant for Barclays Corporate bank. The page showcased 4 key editorial stories alongside a relevant Barclays case study each week.

For the first time ever, commercial content was written in the style and template of The Week magazine, knitted into the fabric of the publication.

## GOOD NEWS FOR BUSINESS Health – the business of caring



### Virtual-reality boost for Alzheimer's care

Professional carers are being encouraged to see the world through their patients' eyes with the help of a 20kg 'sensors suit' which restricts vision and movement, and uses virtual reality to induce confusion. Great Oaks care home in Bourneborough ran the 'fully immersive experience' this week, reports Care Home Professional. The event, part of World Alzheimer's Month, was intended to increase understanding of the condition and improve standards of care. The virtual-reality VR environment creates a 'feeling of vulnerability', according to Training 2 Care, the company which ran the session. It says VR is 'the closest that we can get to a person with a healthy brain an experience of what dementia might be like'. The technology might soon be used to help dementia sufferers as well as carers. British healthcare start-up Virtue has developed an app which creates a VR environment designed to reawaken food and comforting memories. Web magazine reports, with one mode simulating the experience of being on Brighton beach in the 1970s and, in another, of being in a 1950s tea shop.

### New health data for private patients

The first online league table of performance statistics for consultants working in the private sector has been published by the Private Healthcare Information Network (PHIN). According to Digital Health, 5,000 consultants – about half the number working in private healthcare in the UK – have now completed the process and published their information. Since the drive towards greater choice for patients began in 2010, NHS services have increased hugely. The private sector has, until now, been the only one to offer a choice of consultants. The Competition and Markets Authority, which led calls for the new public balance, chair of PHIN, says: "Over the past few years there has been a shift from the medical profession towards embracing transparency." At launch, the information on only a few of the 11 aspects of care it will eventually cover, from next year, consultants charge for in-house pub

### Advertisement feature

A dream come true at 92. Realde Lewis is a few decades older than the average flag bearer at a football match, but AFC Bourneborough fan, the 92-year-old says carrying the standard onto the pitch earlier this year was one of the best days of his long life.

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### me with an in-house pub

A care home in Warrington has opened a pub for residents, complete with working beer pumps and quiz nights. The Train Inn, in the grounds of St Oswald's House in Warrington, also plays host to karaoke and gin tasting for residents and their guests. It looks the part, with black wallpaper, a real bar and corner seats. Some of the furniture and fittings were donated after an appeal on social media.

At a grand opening last month, home manager Rita Perchal said: "Our residents like to go to a local pub, but we're constrained as to how many we can fit in at any time," she says. "By creating our own pub, everyone who wants to go – and, should anyone need care assistance, then it's right at hand."

The first UK care home to branch out into innkeeping, the BBC reports, a home in the site of an old pub opened a bar for residents earlier this year, while another in a sports bar for resident football fans this summer.

### lp recover lost memories

A care home in Northumberland has found an innovative way to make residents feel at home – and to jog the memories of dementia sufferers. De Balford care home in Northwold, by the Sea, Northumberland, has been decorated with photographs and paintings to create the illusion of old-fashioned shops from the 1950s and 60s. "We wanted to create an atmosphere that would stimulate memories of the local area of yesterday and today," says care home administrator Sylvia Richardson.

It is a room as 'the loose' to paint the hallways. "The idea, for people with dementia, is to create a street which looks like the way things did when they were younger," he says. "The beach became a lot of people will have spent time there."

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## CITY Companies in the news ...and how they were assessed

### Ryanair: bracing for further disruption

A new biography of Michael O'Leary, the Ryanair boss, reveals that his hero is Arthur Wellesley, the Anglo-Irishman who became the 'Iron' Duke of Wellington, said the London Evening Standard. O'Leary (pictured) certainly has a battle on his hands, after a tough summer. Thanks to strikes and rising costs, the airline has issued a "severe" profit warning, cutting forecasts for the current financial year by 12% and warning shareholders "to brace" for further possible disruption this autumn, said Nils Praley in The Guardian. Ryanair's "new reputation" for unreliability has started to bite. "Puners want more than low fares. They also want to be confident their planes will take off." Throughout the industrial action, O'Leary has "adopted a tone of wounded innocence." Last week, he accused "certain competitor airline crew, unions and lobby groups" of "conspiring" to damage Ryanair's business by calling "unnecessary" strikes. But with shares now down by more than a third since "the roasting cook-up" of 2017, "the market may be saying that O'Leary's trademark belligerence is not currently an asset." EasyJet has been making hay at Ryanair's expense, said Sarah Young on Reuters. The company has flagged up a profit jump of 40% for 2018 – aided by the bankruptcies of Monarch and Air Berlin, and "issues" at Ryanair.

Royal Mail: failing to deliver. "Another day, another parcel from the Royal Mail," said Alistair Osborne in The Times. This time it's not a 70% shareholder revolt over the top boss's pay, or a £50m Oligon fine, or even the exit of an "overboarded" chairman. It's an "unravelling" share price – "all thanks to a profits warning." News that the organisation won't be able to deliver some £10bn in promised cost savings, thereby slashing expected profits by a fifth, freaked out investors enough to knock a record 24% of the value of Royal Mail shares over two days this week, said FT. The group's main trouble zone is its declining UK letter delivery business. But even the chief growth engine, its GLS international parcels business, is "feeling the pressure" because of rising labour and other costs. So much for the hedge dreams that greeted Royal Mail's October 2015 float. This "share price collapse makes it a prime target for relocation from the FTSE 100" at the next reshuffle in December, said analyst Latham Kalak of Hargreaves Lansdown.

General Electric: neutron bombshell. "So much for the John Flannery era at GE," said Brooke Sutherland on Bloomberg. Barely a year into his role, Flannery has been abruptly sacked from the once almighty US conglomerate amid a profit warning and a \$2.3bn write-down in its power business. "This is a bombshell even by the standards of GE, which has been rocked by one piece of bad news after another," Flannery, whose time at the helm of the US powerhouse was the shortest of any leader in its 126-year history, presided over a 50% crash in shares as he attempted an emergency break-up of the conglomerate. Ultimately, he was sunk by the same "truly terrible acquisition" that did his predecessor, Jeff Immelt, said Lex in the FT – the 2015 deal to buy the French power equipment-maker Alstom. GE's shares jumped by 10% on news of Flannery's departure. Indeed, "the situation is dire enough" that GE has turned to an outsider – Larry Culp, formerly of the rival conglomerate Danaher – to take charge. Good luck to him, said Jon Ross on Dealbreaker.com. "He's got 'about six weeks' to clear up a mess that has been 'festering and metastasising for the better part of 20 years'."

Tesla: Musk curtailed. When Elon Musk decided last month to take Tesla private, he settled on a price of \$420 per share for the electric carmaker. "Because he thought his girlfriend, the pop singer Grimes, would find it funny," said James Dean in The Times. "In cannabis culture, forty-two is code for 'it's time to smoke some weed'." Who's laughing now? Last week, the US authorities filed a fraud case against Musk, "seeking his removal from Tesla" on the grounds that he had not been financing in place for the deal when he tweeted: "Funding secured." "Plenty of big companies 'simulate their visionaries'," but Tesla's fate looks uncertain, said Matthew Lynn in the Daily Telegraph. Fortunately, Musk has survived penning "the stupider tweet of all time" to fight another day. After agreeing to resign as chairman and to pay a \$20m fine, he will continue as CEO. Musk's settlement "has removed one cloud," said The New York Times. But another remains: whether Tesla's electric car production can possibly measure up to "Musk's ambitious forecasts".

### Seven days in the Square Mile

The US Federal Reserve lifted its benchmark interest rate by a quarter of a percentage point to a range of 2.25%, marking its third rise this year. Another rise is expected before the end of the year and three more are forecast for 2019, despite opposition from President Trump. The Fed's chair, Jerome Powell, indicated that the US economy was in "a bright spot". The global arena under pressure as the Tory party conference opened in Birmingham, sparking renewed debate about the terms of Brexit. European stock markets were roiled by anxiety over Italy's economy following Rome's defiant rejection of EU budget rules. The US and Canada agreed a "modernised trade agreement" to replace the Nafta pact of 1994.

Shares in the sports carmaker Aston Martin went into reverse on their first day of trading in London on Wednesday. Having floated at £19 a share, valuing the company at £4.3bn, they fell 6.5% to £17.81 by lunchtime. The week's other big fall – of peer-to-peer lender Funding Circle – also suffered a painful rout. The collapse of the Danish budget airline Primara Air left hundreds of passengers stranded across Europe and the US. A cyberattack on Facebook exposed the personal data of nearly 50 million users. The new owner of House of Fraser, Miles Ashby, sacked the chair's leadership. Gulfair reported record profits of £18m. New York state authorities are investigating the Trump family's tax affairs, following allegations of fraud in The New York Times. Martin Sorrell's new venture, S4 Capital, debuted in London, valued at £25bn.

### Botting it

In what is described as a "very important cause-related announcement", Heinz has vowed out of renaming its Salad Cream "Stanwich Cream", said the London Evening Standard. The firm had argued the name didn't "fairly represent" how people used the "iconic condiment", which dates from 1946: only 1% of aficionados use it on salad. But a customer backlash prompted a rethink. "A product name is not a direction of how you use it. You're one of those people who 'stabs chips' in the Daily Telegraph. "Heinz thinks the debate was a good marketing move, sparking interest in the product and even eyeing up rival Salad Cream, say its critics, "has been forgotten about for a reason".

# Podcasts & Digital

**10,000**  
Podcast listens  
target

**94k+ (&  
growing)**  
Podcast listens  
result

**83%**

Average Completion  
Rate

To complement the existing 'Unwrapped' podcast, The Week also launched the fortnightly 15 minute 'Business Unwrapped' podcasts in association with Barclays.

Barclays weaved into the fabric of the online brand with change of The Week logo

The screenshot shows the 'THE WEEK Business' website interface. At the top, there's a navigation bar with categories like News, Sport, Business, Technology, Cars, Money, Portfolio, Podcast, Subscriptions, and Offers. A search bar is on the right. Below the navigation, there's a featured article with a quote: "They've matched our ambition to innovate." attributed to Graeme Macdonald, CEO of JCB, with the Barclays logo. The main article is titled "Business Unwrapped: Renewable energy" and is sponsored by Barclays. It features a group photo of people and a sub-headline: "How consumers and businesses can help to turn the national grid green". Below the article, there's a video player for "The Week Unwrapped - with Oily Mann Business Unwrapped: Renewable energy". At the bottom, there are "FINANCIAL PARTNER OFFERS" including information about tax tables and inheritance tax.



# Campaign effectiveness

THE CAMPAIGN SUCCESSFULLY DELIVERED THE COMMUNICATION OBJECTIVES

RANKED BY ASSOCIATION WITH SUPPORTING BRITISH BUSINESS



51% of Exposed audience associate Barclays with supporting British Business, an increase of 30% (42% in FDMs)

The campaign shifted Barclays into #1 position, 11pp ahead of Lloyds

RANKED BY ASSOCIATION WITH HAVING INDUSTRY EXPERTISE

KEY  
 ● Exposed  
 ● Unexposed



54% of Exposed audience associate Barclays with more than just finance and appreciate their expertise in the key industry sectors, an increase of 26% (24% in FDMs)

The campaign shifted Barclays into #1 position, 3pp ahead of Lloyds



# Summary

The Week's trusted environment was the perfect platform for Barclays to reach an engaged audience, enjoy high attention levels, and truly affect brand perceptions