

**M+C SAATCHI GROUP +  BARCLAYS**

**PITCH LEAVE BEHIND**

# BESPOKE & TAILORED TO YOUR NEEDS

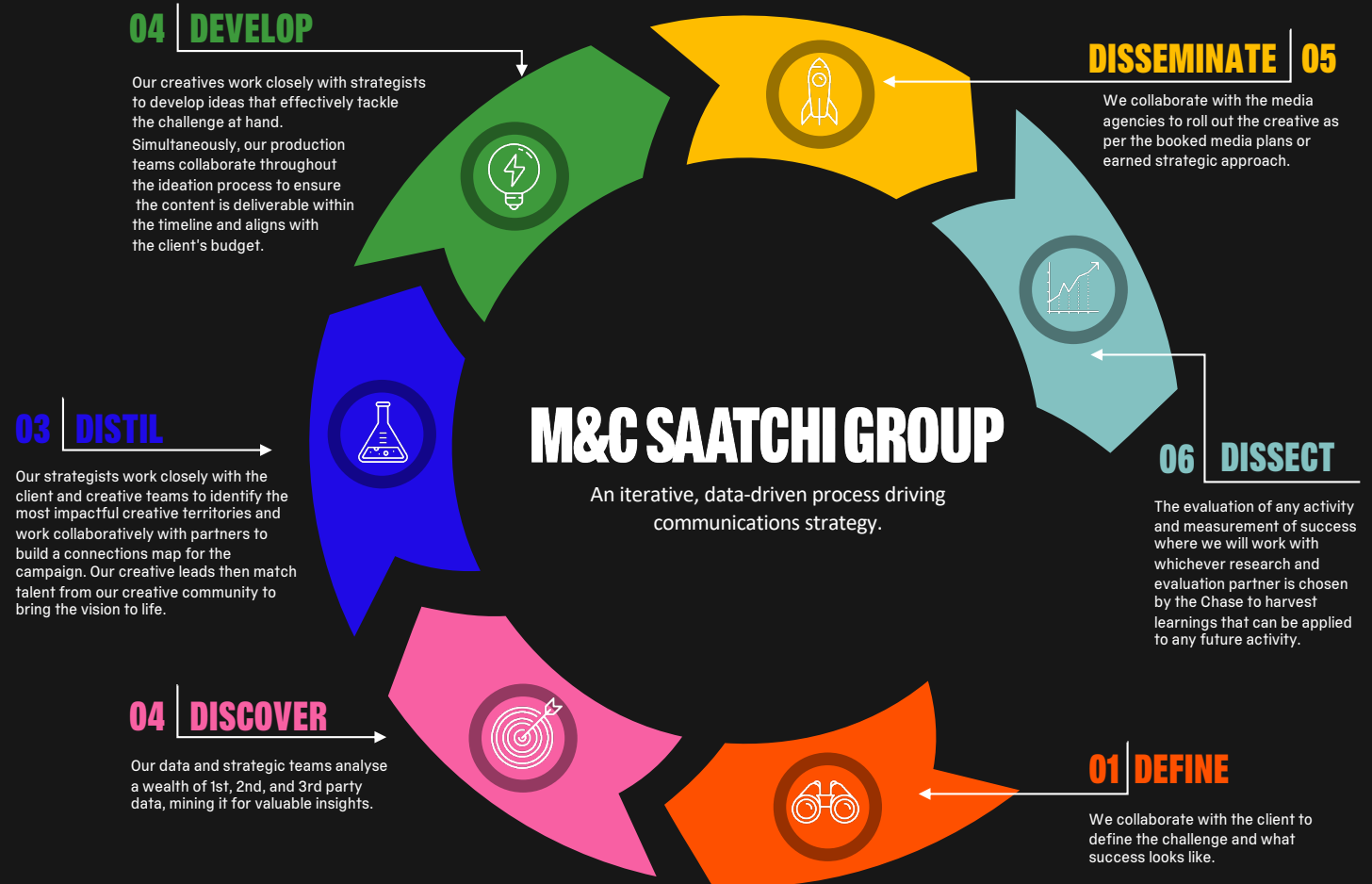
We draw on our teams to create a bespoke offer for each of our clients - providing the right expertise and disciplines for every brief.

One agency team for Chase handling end to end communications from strategy to ideation and through delivery for all outputs.

Our global production studio enables rapid and efficient production. From high end documentaries to social content created on the fly.



# HOW WE WORK



# **A CULTURE OF COLLABORATION WITH PARTNERS**



# OUR **CORE PARTNERSHIP** **WAYS OF WORKING** PRINCIPLES

## **MUTUAL RESPECT & EMPATHY**

Trust, healthy challenge and genuine partnership between the Barclays team and M&C Saatchi and other Barclays partners e.g. OMD and RAPP.

## **STRUCTURED COMMUNICATION**

Regular check-ins, reporting formats, and feedback loops to keep everyone aligned and give opportunities for input at the right time in the process.

## **SHARED ACCOUNTABILITY & OWNERSHIP**

Winning and losing together!

## **CLEAR ROLES & RESPONSIBILITIES**

Clear ways of working and accountability.

## STRATEGIC

### STRATEGIC EXPLORATION

Deep dive into the client brief and customer segments to gather insights.

### INTERAGENCY PLANNING

Engagement with OMD to align on audience insights and objectives.

### STRATEGIC REFINEMENT

Development of strategic territories based on insight & research.

### CO-ORDINATED RESPONSE

Strategic response to brief aligned with OMD.

## CREATIVE

### CREATIVE BRIEFING

Analysing the brief, audience and brand context followed by exploration and ideation

### CREATIVE REFINEMENT

Concept refinement, shaping into clear and executable work.

### PR ENGAGEMENT

Run through creative concept and plan with Barclay's PR agency for PR Amplification

### CREATIVE ROLL-OUT

Development on selected route across all media channels

## DELIVERY

### PRODUCTION KICK-OFF

Timeline setting for client reviews and dispatch based on final media delivery plans.

### PRODUCTION ROLL-OUT

All assets shared for review through page proof before dispatch to media partners.

### CLOSE OMD ENGAGEMENT

Delivery kick-off call followed by hand-in-hand engagement across the roll-out process, working directly with OMD.

### WASH-UP

Full team review of end to end process to identify opportunities for improvement.

Example Project: NatWest Share Sale

AGENCIES

lexington



MINDSHARE



Solid solutions

The Reach agency

CLIENT  
STAKEHOLDER



HM Treasury



Cabinet Office



UK Government  
Investments



Prime Minister's Office  
10 Downing Street



NatWest

REGULATORY  
STAKEHOLDERS



FRESHFIELDS

## Example Project: NatWest Share Sale

Integrated 360 campaign

**M+C SAATCHI**

Reputation Management

**lexington**

PR

**Teneo**

Media planning

**MINDSHARE**

Media planning

**MG omd**

Raise  
awareness and  
drive customers  
to website

Making sure all  
communication  
meets  
regulations

Design transaction  
Build transaction  
website and  
investor packs

**+simmons  
simmons**

**BARCLAYS**

**FRESHFIELDS**

Design of  
transaction

**Solid solutions**

Website build and  
Investor packs

**The Reach agency**





# AGENCIES

We at OmniGOV had the pleasure of partnering with M&C Saatchi on one of the most significant government briefs since the Covid-19 communications. This project demanded exceptional creativity and agility, along with strong client leadership to navigate and achieve our objectives. M&C Saatchi showcased remarkable control and innovation in the face of numerous challenges, demonstrating their innate creative brilliance. The collaboration fostered a unified team spirit across multiple stakeholders, contributing to the overall success of the project. We eagerly anticipate future opportunities to work with the M&C Saatchi team.

Head of Investment, OmniGOV

“We hugely enjoyed working with M&C Saatchi on the Government’s NatWest share sale. They were excellent agency partners - respectful and collaborative, and committed to delivering excellence in a strict regulatory environment.”

Paul Harrison, Executive Director & Chair, Lexington

“We M&C Saatchi were a great partner on the government’s NatWest share sale. On a campaign with so many advisers, regulations and other agencies, they were always respectful, professional and collaborative. We loved working with them on this important project.”

Paul Harrison, Executive Director & Chair, Lexington

“We found M&C Saatchi to be positive and supportive collaborators, and we were grateful for their help and expertise, particularly given the tight constraints—both in terms of timeline and regulatory requirements. They played an important role in optimizing the UX and ensuring a strong design tie-in with the marketing campaign. Additionally, their support was invaluable in helping us guide and educate the many diverse client stakeholders.”

Calvin Rowley, CEO, The Reach Agency

“Great partnerships don’t happen by chance they are well orchestrated and built on mutual respect and clear lines of communication. This played out in a campaign we had the fortune to work with M&C Saatchi on. Challenged with an expansive brief and an impending deadline there was a risk of siloed, disconnected efforts. However, by Intentionally mapping across a wide range of stakeholders and agency partners, when we were most powerful working together , building on each others expertise, and when to stay within our respective lanes of expertise was the take home and benefit of this very successful partnership.

Sarah Baker, Client Partner, MindShare





## CLIENT STAKEHOLDERS

I have been blown away by the utter all-in commitment, the passion, the continued striving to do your very best work..... and then make it even better; as well as the creative brilliance. We set you an unbelievably tough brief and you responded with world class strategic thinking and superb creative, which looks stunning in the execution. You collaborated brilliantly with not only us as clients but with all the other advisers on this project and really helped to make it feel like one team – this is important not just because it's nice to work in that environment but because it led to manifestly better outcomes on both the campaign and the website.

Everywhere we have been from ministers to the perm sec to the NatWest board, I have heard nothing but praise for both your team and the work you have done. It is all deserved. More than that, everyone who has worked closely with you and your team just likes you because you are warm, kind, considerate, collegiate and care about what you do, your clients and your partners. Please pass on my sincere thanks to everyone at M&C who have worked on this.

Chad Woodward, Executive Director, UK Government Investments

## REGULATORY STAKEHOLDERS

Simmons & Simmons worked with M&C Saatchi on a highly sensitive and complex campaign relating to the sale of securities in a financial institution. Their team was outstanding at working collaboratively to navigate a highly-regulated environment, demonstrating a keen understanding of the necessity for legal and regulatory compliance while simultaneously pursuing the most effective and impactful creative solutions. Furthermore, the M&C Saatchi team successfully combined the highest professional standards with a sense of fun. It was a real pleasure to work with them.”

Head of Capital & Equity Market, Simmons & Simmons





## **PR AGENCIES VALUE THE ENABLING ENVIRONMENT WE CREATE TO DELIVER THE BEST WORK FOR CLIENTS.**

“We have worked with M&C Saatchi for over a decade on some of the biggest comms challenges for UKG. They work tirelessly for the best interests of the client and the campaign rather than simply their own and this has fostered a relationship of trust and partnership which unlocks the best work. They truly understand the importance of collaboration which allows the entire agency partner team to innovate, continually challenge & improve the quality of our collective thinking and the rigour to power campaigns that truly change behaviour.”

Paul Melody, former Chief Creative & Strategic Officer at Freuds

“We have found M&C to be great partners to work with and we especially appreciate their collaborative style. Importantly, they are respectful of our integrity as independent research specialists, whilst ensuring we have the support needed to get our job done to the highest standard.”

Victoria Harkness, Director at Ipsos MORI

## **RESEARCH AGENCIES VALUE OUR RESPONSIVE SUPPORT WHEN DEVELOPING INSIGHT AND EVALUATION.**

“We have found the agency to be extremely collaborative in their style. They are open minded, constructive and responsive, creating a friendly positive environment within which to collaborate on projects. They welcome critical feedback and respond positively to our insight and suggestions. They are very flexible, refining materials quickly in response to early feedback to ensure that we collectively deliver great value to our clients. This iterative process is an ideal model of collaborative campaign development.”

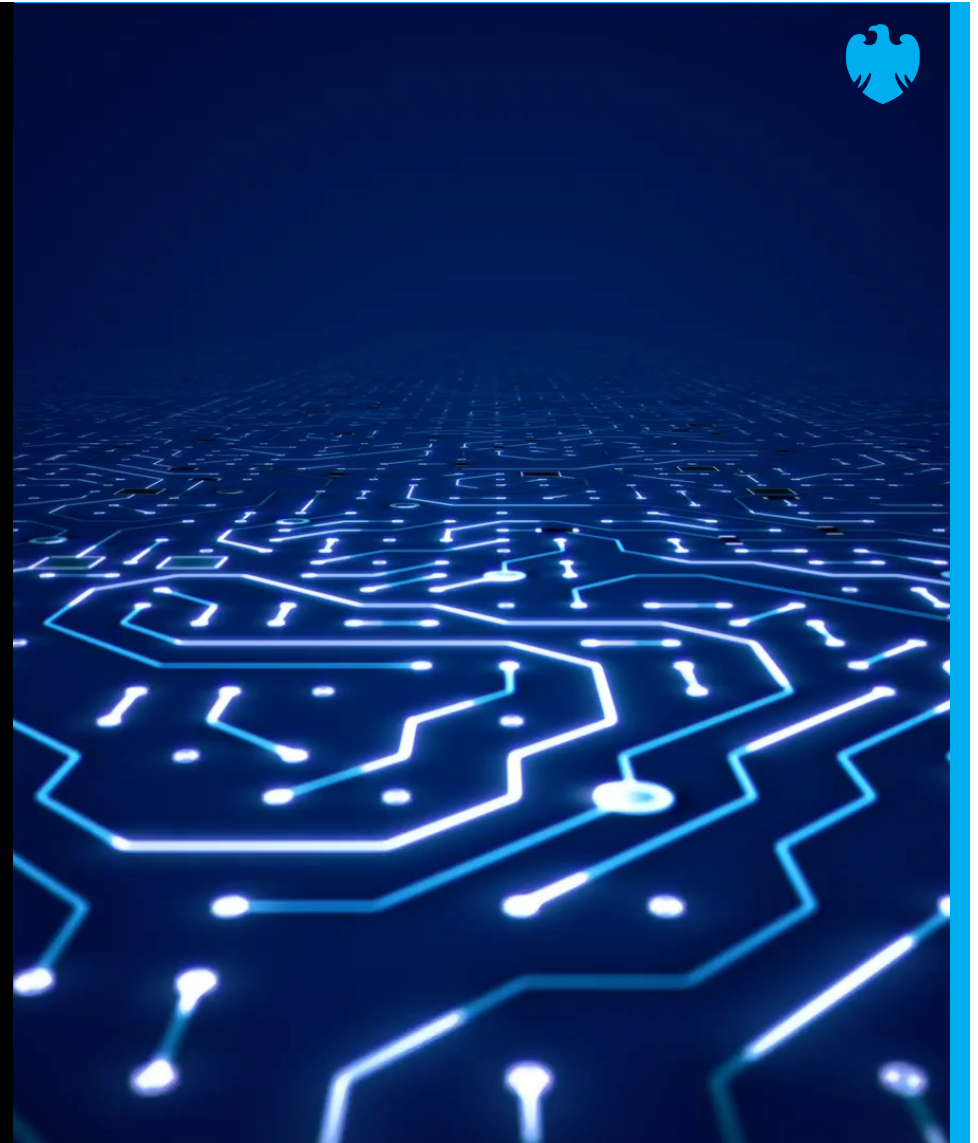
Viki Cook, Britain Thinks

“In my eighteen years of working in media, the M&C Saatchi Team are not only a lovely group of people, but are also one of the most collaborative creative agencies I have worked with. They recognise that in order for us to get the best outcome for the client, there must be a genuine synergy between media and creative.”

Emma Kieselbach, Director MG OMD



# ENABLING GREATER MOMENTUM THROUGH TECH



# OUR **CORE CORE TECH** & **AI PRINCIPLES**

## **CREATIVE AUGMENTATION VS REPLACEMENT**

Use AI to automate repetitive tasks, generate insights, and unlock new creative possibilities, but always keep human storytelling at the core.

Art Directed AI.

## **COLLABORATE WITH CREATORS**

AI has fostered a growing community of entrepreneurs.  
Instead of competing with them, we should support and celebrate their innovations.

We need innovators to challenge the status quo.

## **TRANSPARENCY & ETHICS**

Ensure AI models are trained on ethically sourced data, respect intellectual property rights, and fairly compensate creators.

Everyone should be paid for their contribution.

# WORKFLOW

- Provides a centralised platform for managing tasks, deadlines, and resources.
- Enables teams to collaborate seamlessly across departments and locations.



Adobe  
Workfront  
TBC coming 2026



PageProof

# CREATIVE

- Using AI for inspiration and creative exploration.
- Trained language models to support with draft copywriting for marketing materials.



Leonardo.Ai



Midjourney



ChatGPT



Springboards

# RESEARCH

- Time efficiencies for creating storyboards, key visuals, animatics and audio for research.



runway

nMATIC

wondercraft

# PRODUCTION

- Art-directed AI for image and audio generation — integrating AI where it enhances creativity or efficiencies, much like CGI.



Adobe Firefly

nMATIC

runway

gettyimages

wondercraft

# ADAPT

- Automating content adaptation
- Sophisticated film and voice dubbing



cape /



CreateTOTALLY

Can plug into Workfront



FLAWLESS

# M&C SAATCHI M&KE UNDERPINNED BY TECH ENABLED PRODUCTION



360 Campaign  
Solutions



Technology  
Solutions



Events and  
Experiential



Always On  
Content Creation



Internal Shoot  
Production



External Shoot  
Management



Digital  
Display



Data Tracking  
and Analytics  
of Channels



End To End  
Social Media  
Management



Transcreation,  
Adapt and  
Versioning

**11**ElevenLabs

**cape/**



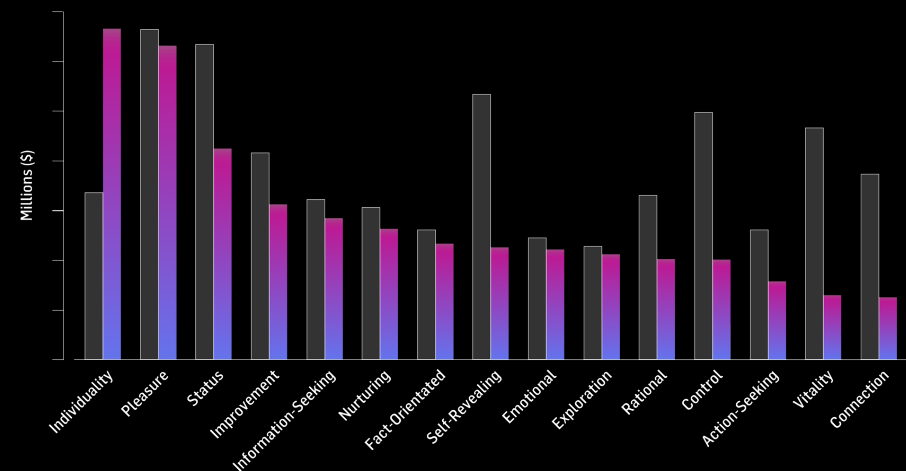


# BRAND DESIRE

Brand Desire is a revolution. Using vast ecosystems of data to pinpoint brand perception at immense scale, and cutting-edge comprehension AI to bring meaning, we optimise the brand characteristics that drive ROI. Fast.

We use cutting-edge comprehension AI to score the data against academic JP Heylen's Brand Desire model. We benchmark competitors to understand what makes each brand unique - and where the white space is.

We use statistical modelling, LLM's and advanced econometrics to pinpoint the brand characteristics with the greatest impact on critical KPIs such as sales, to understand what calibration of the brand and its characteristics can drive the greatest ROI.



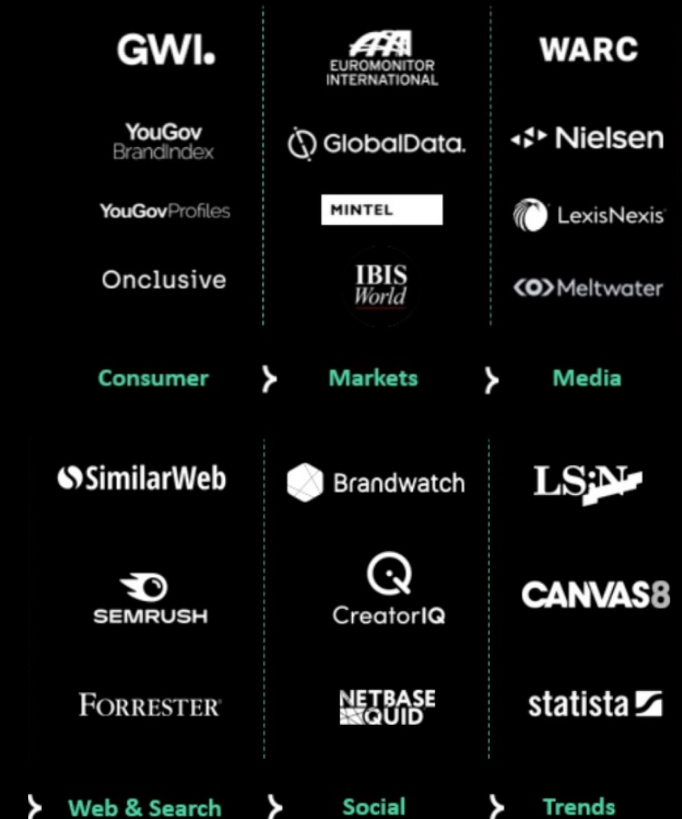


# M+C SAATCHI INTELLIGENCE ADVANTAGE THROUGH DATA

Getting brand and customer experience right can deliver huge growth. But marketers are struggling to get fluent, data-powered insight that connects brand promises to experience and performance. And worse, can't pinpoint where to invest to drive the highest ROI.

M+C Saatchi Intelligence uses advanced diagnostics and diverse data from across the journey to pinpoint exactly where to invest to drive business outcomes.

Our sophisticated, breakthrough Experience Mix Modelling tech uses advanced econometrics to deliver high quality foresight that supports targeted and optimised decision-making. It ends the guesswork, driving at quantified, focused, measurable interventions that drive business results.



A range of third-party access covering consumer, market, media, search, social and influencer, and trends data curated over 15 years.

# PASSION PULSE

Passion Pulse is a proprietary modelling tool that identifies and tracks the popularity and relevance of competing passions.

This enables us to move beyond demographic targeting and identify intersectional interests and communities, where we can engage most impactfully.

## KNOW THE AUDIENCE

Understand the evolving relationship your audience has with existing partnerships

## GROW THE AUDIENCE

Reach new audience by bringing the brand into new passion sets

## ENGAGE THE AUDIENCE

Reboot the channel approach in order to reach the audience where the conversation is actually happening

# M+C SAATCHI M&KE UNDERPINNED BY TECH ENABLED PRODUCTION

Our full-service in-house studio, M+C Saatchi M&KE, is fully flexible and geared for multi-speeds ensuring efficient delivery of sustainable production globally.

This approach enables us to provide de-duplication and unification across assets, creating seamless consistency in your messaging and execution.

The scale of our tech enabled production functionality also allows us to work with you on a tailored solution and can be adapted across the different areas of your business in a borderless way.

By leveraging economies of scale through our AI-driven production model, we deliver high-quality, cost-effective assets at volume—helping Barclays achieve maximum impact while optimising resources.



360 Campaign  
Solutions



Technology  
Solutions



Events and  
Experiential



Always On  
Content Creation



Internal Shoot  
Production



External Shoot  
Management



Digital  
Display



Data Tracking  
and Analytics  
of Channels



End To End  
Social Media  
Management



Transcreation,  
Adapt and  
Versioning

||ElevenLabs

cape /

// **monday**.com



# OUR **TRANSITION** PROCESS



# TRANSITION PROCESS

We are highly experienced in managing client transitions.

Our six workstreams would operate concurrently to ensure a smooth and efficient transition process of the Barclays account.

A comprehensive process and onboarding pack is available for reference.





# TRANSITION PROCESS

1

## GETTING TO KNOW YOU

Understanding your business, your internal ways of working and learning about your stakeholder landscape.

2

## HANDOVERS AND INDUCTIONS

Understanding projects in progress at the point of handover, historical campaigns and assets, live tech stack.

3

## TUPE MANAGEMENT

Should TUPE be applicable, agreed communications plan, approach to process delivery and transfer date.

4

## WAYS OF WORKING & TEAM STRUCTURE

All teams are clear on roles and responsibilities and contract SLA's. Creation of a ways of working playbook.

5

## EVALUATION & OPTIMISATION

Starting to get a good handle on the data available and thinking about how it can be used for communications. Look at options for Dynamic Measurement Dashboards if they aren't already available.

6

## CONTRACT GOVERNANCE & MANAGEMENT INFORMATION

Agreed SOW and Fee structure. Clear MI reporting requirements, templates and agreed frequency. Agreed SLA's and KPI's.

**RAPID  
ONBOARDING**

# TRANSITION PLAN

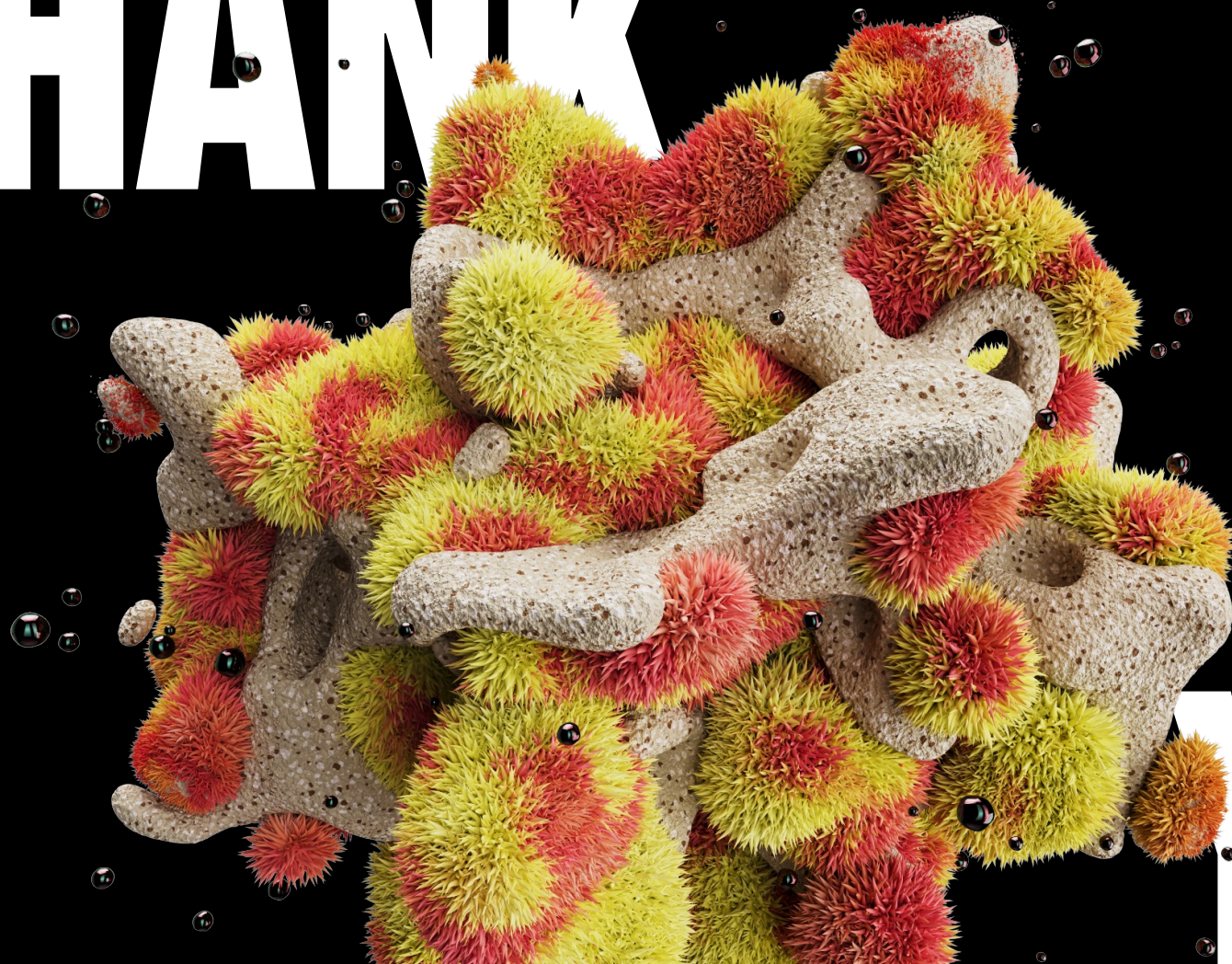
Standard plan includes the following:

- ▶ Overarching transition plan
- ▶ Induction Meeting List – attendees with defined meeting purpose and outcomes
- ▶ Tech Stack – access and handover requirements
- ▶ Transitioning Projects
- ▶ RACI
- ▶ Contracting and MI

M&C SAATCHI AND BARCLAYS TRANSITION PLAN			
WHAT	WHO	OUTCOME	FOR HOW LONG
<b>SETTING TO KNOW YOU</b>			
Business induction: Inductions with the marketing and data teams.	CLIENT, M&C SAATCHI	Greater understanding of business and marketing priorities, customer discovery and challenges.	week 1
Agency & partner induction: Inductions with client partners to the client's ecosystem.	CLIENT, M&C SAATCHI, CLIENT PARTNERS	Discover and define ways of working. Agreeing rhythm of collaboration. Understand previous campaign success, key learnings and adjust campaign results.	week 2
Product and customer immersion: Understanding the product specifications and customer experience when looking to purchase.	CLIENT, M&C SAATCHI	Greater understanding of the product and customer experience.	week 2
<b>WAYS OF WORKING AND TEAM STRUCTURE</b>			
Account and idm set up/optimisation: Review of all existing workflow processes. Agreed ways of working, briefing, production and approvals processes. Parallels built off with business unit teams and transition to workflow processes.	CLIENT, M&C SAATCHI	A fast start to our partnership at week 1 and set up for success with effective and efficient ways of working. Agreements are clear on roles and responsibilities and contract SLAs. Creation of a way of working playbook.	week 2 - week 3
Relationship development: Meet the wider business teams.	CLIENT, M&C SAATCHI	Create an open and connected partnership creating knowledge sharing opportunities.	week 3
Technology & platform immersion: Inductions and integration into your existing tech platforms and partners. Learning and become signed.	CLIENT, M&C SAATCHI, CLIENT PARTNERS	Informing D&M workflow recommendations and technology needs to ensure we do not double up or miss required tech.	week 3 - week 5
<b>HANDOVERS AND INDUCTIONS</b>			
Kick off and transition mapping: Designing the transition process.	CLIENT, INCUMBENT, M&C SAATCHI	Creation of a clear transition plan, agreeing meeting cadence, meeting objectives, attendees, task owners etc.	week 1 - week 2
Live project working sessions: Review of all live projects and their stage gate transfer day.	INCUMBENT, M&C SAATCHI	A clear understanding of each project which will transition as live. Understanding project requirements, and status, key deliverables and final outputs. Creation of a robust migration plan and agreement on handoff dates.	week 2 - week 6
Social media channel management working sessions: Working sessions with teams to understand current social delivery model.	INCUMBENT, M&C SAATCHI	A clear understanding of the social channels, their playbooks, strategies and assets. Creation of a robust migration plan and agreement on handoff dates.	week 4 - week 7
Tech stack induction: Working sessions to understand the Tech stacks the incumbent and client use.	CLIENT, INCUMBENT, M&C SAATCHI	A clear understanding of the tech stack, accounts and their use. Creation of a robust migration plan for any tech solutions to be taken forward and data transition.	week 6 - week 8
Post-project and social handover meeting: One meeting per project which is in the delivery phase. Full day handover sessions for the social channels. Half day session to transfer live data.	INCUMBENT, M&C SAATCHI	Data, live projects and social management migrated.	week 9 - week 12
Asset and data file walk through sessions: Incumbent walking M&C Saatchi through supplied data sets and assets.	INCUMBENT, M&C SAATCHI	A good understanding of all assets and data files being supplied and usage documents.	week 11 - week 12
<b>ADMINISTRATION AND REQUIREMENTS</b>			
Contract: Working sessions with clients, procurement and legal teams to finalise the contract.	CLIENT, M&C SAATCHI	A signed contract.	week 1 - week 2
Commercial and scope of work: Working sessions with clients and procurement to finalise the scope of work and fee structure.	CLIENT, M&C SAATCHI	A tightly defined and agreed scope and if necessary, an adapted team structure based on greater understanding of business needs. A flexible approach related directly to the agreed scope of work.	week 2 - week 4
Reporting: Working sessions with the clients and procurement.	CLIENT, M&C SAATCHI	Clear reporting requirements, templates and agreed frequency.	week 2 - week 4
<b>QUALITY AND OPTIMISATION</b>			
Data immersion: Interactions with data and insight teams. Understanding existing data dictionaries and definitions. Requirements for data security protections.	CLIENT, M&C SAATCHI, CLIENT PARTNERS	Benefits to get a good handle on the data available and thinking about how it can be used for communications. Look at options for Dynamic Measurement Dashboards if they aren't already available.	week 3 - week 6
<b>TURN-AROUND COMMENT</b>			
Apply of initial L1 (onboarding):	INCUMBENT, M&C SAATCHI	A good understanding of the staff numbers and their roles.	week 2 - week 3
TURN-AROUND planning	INCUMBENT, M&C SAATCHI	Agreed communications plan, approach to process delivery and transfer date.	week 3 - week 4
Commence TURN-AROUND	CLIENT, M&C SAATCHI	TURN-AROUND delivered	week 4 - week 12



THANK



YOU