

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.

PASSION POINT MARKETING

Connecting brands direct to consumers through their passions and personalities.

CREATIVE CONTENT

Blending marketing science with creativity to produce content that works across earned, owned and paid media.

AUDIENCE-FIRST CHANNEL PLANNING

Connecting brands with today's connected customer across every touchpoint.

THE BEST OF M&C SAATCHI

360 BRAND CONSULTING

Transforming Brands and Experience for Real Growth.

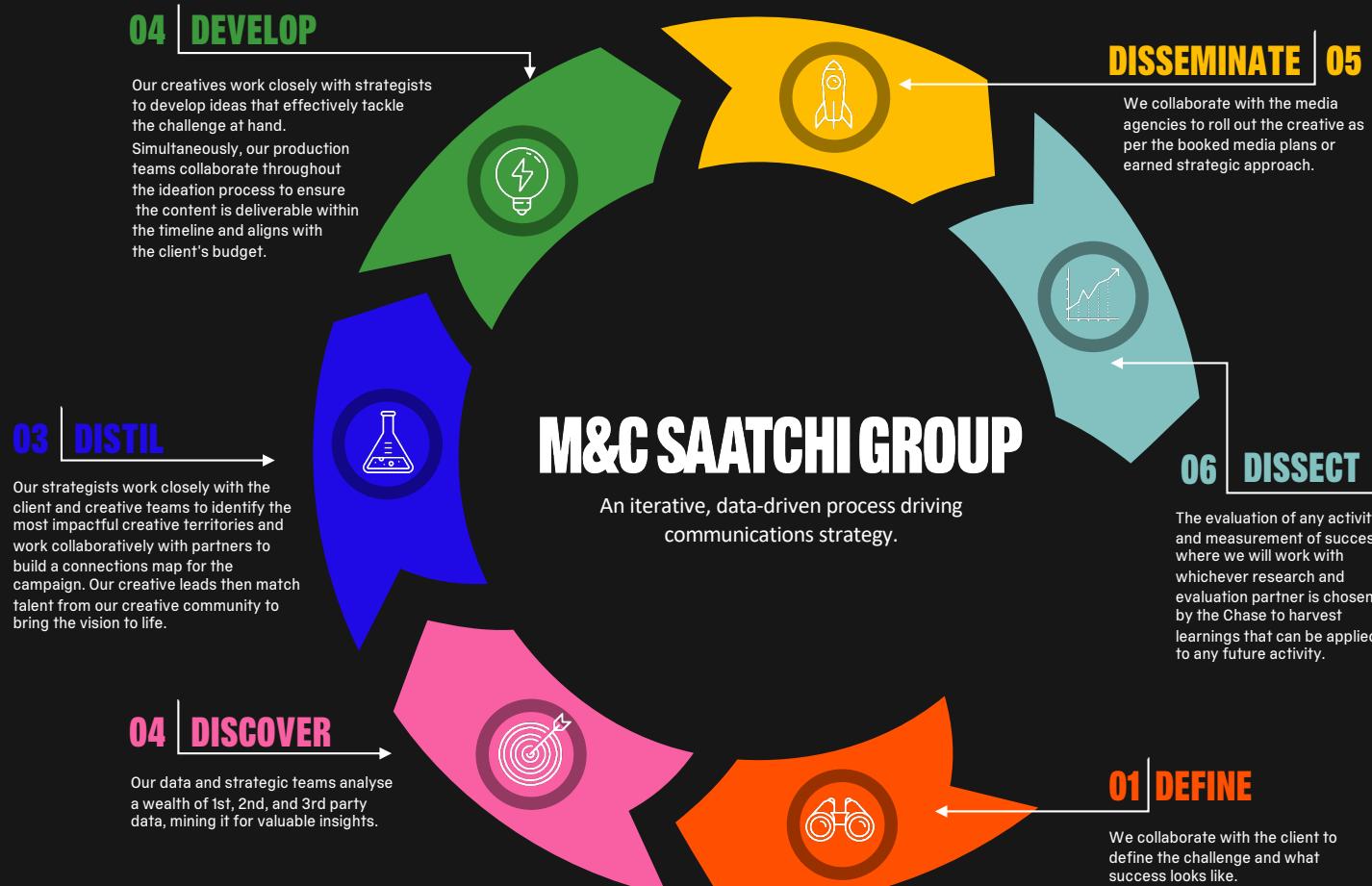
SOCIAL AND CULTURAL FORCES

Driving global and social change, protecting the planet, and transforming lives for the better.

HOW WE WORK

M&C SAATCHI GROUP

An iterative, data-driven process driving communications strategy.



**A CULTURE OF
COLLABORATION
WITH PARTNERS**



OUR CORE PARTNERSHIP WAYS OF WORKING PRINCIPLES

MUTUAL RESPECT & EMPATHY

STRUCTURED COMMUNICATION

SHARED ACCOUNTABILITY & OWNERSHIP

CLEAR ROLES & RESPONSIBILITIES

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

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

Winning and losing together!

Clear ways of working and accountability.

STRATEGIC

CREATIVE

DELIVERY

STRATEGIC EXPLORATION

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

STRATEGIC REFINEMENT

Development of strategic territories based on insight & research.

INTERAGENCY PLANNING

Engagement with OMD to align on audience insights and objectives.

CO-ORDINATED RESPONSE

Strategic response to brief aligned with OMD.

CREATIVE BRIEFING

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

CREATIVE REFINEMENT

Concept refinement, shaping into clear and executable work.

CREATIVE ROLL-OUT

Development on selected route across all media channels

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

MG omp

MINDSHARE

T Teneo®

Solid solutions

The Reach agency

CLIENT STAKEHOLDER



HM Treasury



Cabinet Office



UK Government Investments



Prime Minister's Office
10 Downing Street



NatWest

REGULATORY STAKEHOLDERS

simmons
+simmons

BARCLAYS

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

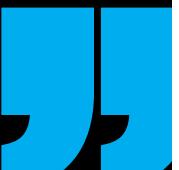
RESEARCH AGENCIES VALUE OUR RESPONSIVE SUPPORT WHEN DEVELOPING INSIGHT AND EVALUATION.

"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

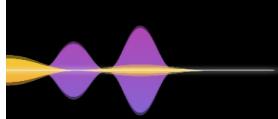


Transcreation,
Adapt and
Versioning

IIElevenLabs

cape/



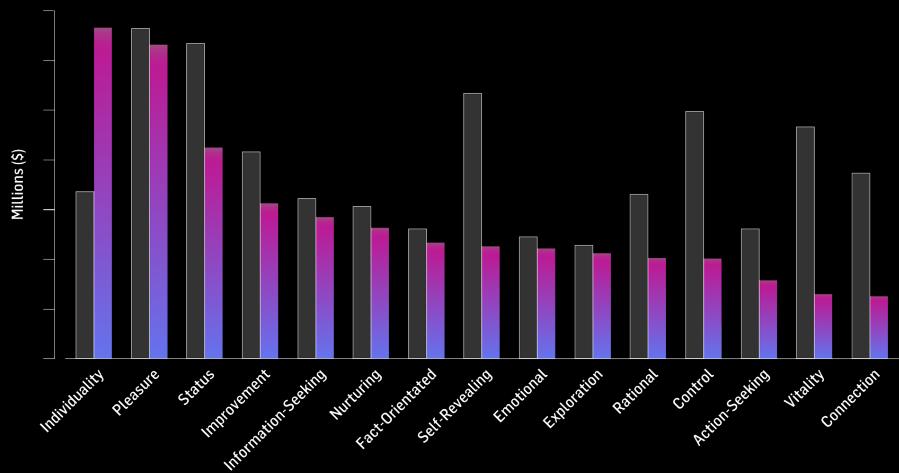


BRAND DESIRE

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.

GWI.

YouGov
BrandIndex

YouGov Profiles

Onclusive

Consumer

SimilarWeb

SEMRUSH

FORRESTER

Web & Search

EUROMONITOR
INTERNATIONAL

GlobalData.

MINTEL

IBIS
World

Markets

Brandwatch

CreatorIQ

NETBASE
QUID

Social

WARC

Nielsen

LexisNexis

Meltwater

Media

LS:N

CANVAS8

statista

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
GETTING TO KNOW YOU			
Business induction: Induction 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: Induction with client partners in the client's acceptance.	CLIENT, M&C SAATCHI, CLIENT PARTNERS	Greater induction steps of working. Agreeing rhythm of collaboration, understanding previous campaign success, big bears and old past campaign results.	week 2
Product and customer induction: 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
WAYS OF WORKING AND TEAM STRUCTURE			
Agencies set up and optimisation: Transfer of agency processes/flows/processes. Agreed ways of working, briefing, production and approvals processes. Formation of off with resources and teams and timelines in workflow processes.	CLIENT, M&C SAATCHI	A fast start to our partnership at week 2 and up for success with effective and efficient ways of working. Clear understanding of roles and responsibilities and contract SLA's. Creation of a ways of working playbook.	week 2 - week 5
Stakeholder leadership: Meet the wider business teams.	CLIENT, M&C SAATCHI	Create an open and connected partnership creating knowledge sharing opportunities.	week 3
Technology & platform induction: Inductions and integrations into your existing tech platforms and partners. Learning platform required.	CLIENT, M&C SAATCHI, CLIENT PARTNERS	Upfront D&B M&C flow requirements, technology needs to ensure we do not double up or miss required tech.	week 2 - week 5
HANDOVER AND INDUCTION			
Handover induction mapping: Designing the induction process.	INCUMBENT, M&C SAATCHI	Definition of a clear induction plan, agreed meeting cadence, meeting objectives, attendees, task owners etc.	week 1 - week 2
Live project working sessions: Transfer of all projects and their stage come transfer day.	INCUMBENT, M&C SAATCHI	A clear understanding of each project which induction on 'live' understanding project requirements, next steps, key deadlines and final creation of a robust migration plan and agreement on handoff dates.	week 3 - week 8
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 playbook, strategies and objectives. Creation of a robust migration plan and agreement on handoff dates.	week 4 - week 7
Tech stack induction: Working session to understand the Tech stack the incumbent and client use.	INCUMBENT, M&C SAATCHI	A clear understanding of the tech stack, accurate and their use. Creation of a robust migration plan for any tech solutions to be taken forward and any handover.	week 5 - week 6
Parting and social media handover meeting: Day before the transfer day to discuss the final phase. Full day handover session for the social channels. Half day session to review for data.	INCUMBENT, M&C SAATCHI	Data, live projects and social management migrated.	week 9 - week 12
Asset and data file walk through session: Incumbent working M&C, Sourcing 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
ADMINISTRATION AND REQUIREMENTS			
Contract: Induction sessions with clients, procurement and legal teams to finalise the contract.	CLIENT, M&C SAATCHI	A signed contract.	week 1 - week 2
Commercials and scope of work: Working sessions with clients and procurement to finalise the scope of work and the structure.	CLIENT, M&C SAATCHI	A highly defined and agreed scope of work necessary, an adopted team structure and clear roles and responsibilities.	week 2 - week 4
MI reporting: Working sessions with the clients and procurement.	CLIENT, M&C SAATCHI	Clear MI reporting requirements, template and agreed frequency.	week 2 - week 4
EVALUATION AND OPTIMISATION			
Data induction: Data and analytical teams. Understanding existing data structures and definitions. Requirements for data security protection.	CLIENT, M&C SAATCHI, CLIENT PARTNERS	Planning to get a good handle on the data available and thinking about how it can be used for communication. Options for Dynamic Measurement Dashboards if they aren't already available.	week 3 - week 8
STAFF MANAGEMENT			
Supply of initial GL (concentrated):	INCUMBENT, M&C SAATCHI	A good understanding of the staff numbers and their roles.	week 2 - week 3
TUR/ process planning:	INCUMBENT, M&C SAATCHI	Agreed communications plan, approach to process delivery and transfer date.	week 3 - week 4
Commence TUR/ process:	CLIENT, M&C SAATCHI	TUR/ process delivered.	week 4 - week 12

THANK
YOU

