

# CLIENT CASE STUDY >>>



## Finetuning an Irresistible Pitchbook or a Winning Investor Presentation

### CHALLENGE



Whether for a one-on-one at a conference or a road show, your corporate deck or pitchbook is a **key element of your investor relations strategy** – one of the most tangible and effective tools for building credibility and investor engagement.

Zeevo professionals have assisted companies in many industries in **transforming investor materials into powerful presentations** that effectively tell a succinct company story and relay its investment case in a visually compelling way.

### >>> APPROACH

- ▶ Took inventory of the clients' existing investor materials and evaluated the effectiveness of their contents, storytelling characteristics, and visual style against the goal of reaching the targeted investor audience
- ▶ Leveraged communications and information design expertise to strengthen investor materials by:
  - ▶ Defining a graphical profile and building presentation templates with a desired image of the company
  - ▶ Adapting the existing content, refining the investment story and data; and enhancing the visual style

### >>> OUTCOME

- ▶ The clients benefited from an integrated and flexible PowerPoint template for developing materials to meet the requirements of all kinds of investor interaction situations, such as roadshows, one-on-one meetings, and keynote-style presentations at conferences
- ▶ Assembled a catalog of must-have slides, integrating the existing business-related content with uniformly stylized layouts to enable the client teams, even with limited PowerPoint skillsets, to create effective, on-brand presentations on an as-needed basis
- ▶ Developed and delivered an integrated, extensive corporate overview presentation, which effectively communicated the investment case and portrayed a distinguished identity of the company vis-à-vis the competition

### ZEEVO'S VALUE ADD

- ▶ Our team represents broad communications and marketing capabilities with extensive experience in many key industries, including aviation, consumer products, and financial services
- ▶ Specialized in designing, developing, and delivering creative content across all platforms, leveraging latest insights and best practices to deliver cutting-edge visual communications that boost clients' brand story
- ▶ Zeevo's comprehensive support includes among other services:
  - Key messaging and creation of core messaging documents, such as fact sheets, media kits, and sales materials
  - Press release development and distribution
  - Social media strategy and implementation
  - Development of investor-facing materials, including pitchbook, roadshow, and enhanced PowerPoint branded presentations
  - Internal communications (new hire materials, handbooks, training decks, and employee newsletters)

## WHY ZEEVO?

Our experience and expertise <

Our style and passion <

Our team of professionals <

Our commitment to a strategic relationship <

### LET'S TALK



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