

# UBS Electronic Trading

Sales collateral, advertising and event materials

UBS's electronic trading group needed to grab the attention of time-crunched traders and quickly explain the advantages UBS offers over other investment banks and technology vendors. Working within their strict corporate guidelines, Thinkso developed the "Get into the Flow" theme, vibrant visuals and a progressive voice. Our research revealed that everyone in the marketplace was selling with their baseline, so we focused UBS's messaging solely on their points of differentiation. To saturate the market, our implementation included everything from advertising to print and electronic communications to trade show booths and giveaways.

