



**Pershing | More than you expect**

Pershing is one of Europe's leading outsourced clearing and settlement facilities. We take pride in giving you more than you'd anticipate. Except for stress – of that, we promise you an awful lot less.

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## Pershing Ltd

### The ask

Pershing is Europe's leading independent clearing and settling facility. An innovator of bespoke IT software packages for financial brokers and investment companies, they asked us to position their products to potential new customers whilst maintaining engagement amongst their existing customer base.

### The task

Pershing's core remit is to exceed client expectation through service delivery and cutting-edge technology. In short, Pershing 'go beyond and innovate'. In the spirit of differentiation, we developed a tongue-in-cheek campaign to cut through the predictable monotony of financial advertising. Mousetraps with party nibbles, Catch 23, 13 hour clocks ... our campaign certainly went well beyond the expected.

### The proof

The number and quality of leads generated by the original campaign was enough to convince Pershing to commission numerous repeat runs of the campaign.

**bentley  
holland**