

Introducing Western Union to the local market

To demonstrate the value and vision of Western Union's global operation to the local Australian market, we maximised the visit to Australia from its global CEO and executives, generating an unprecedented level of exposure with industry and media.

THOUGHT LEADERSHIP

We immersed ourselves in Australia's money transfer and payments industries to carve out key talking points and identify opportunities for thought leadership, in line with Western Union's global strategy.



PROFILE BUILDING

We secured one-on-one interview opportunities for the global executives across Australia's leading print and broadcast media, casting a spotlight on the business and its areas of expertise.



LOCAL NETWORKING

We paired the global executives with local business leaders for the interview opportunities, adding a layer of local insight and helping to foster long-term relationships for the Australian business.



RESULTS

From one day of interviews we secured placement in all our key business titles, including Australian Financial Review, The Australian, Wall Street Journal, and CNBC with **14 hits secured in total**

Over **35m** in reach **100%** positive tonality

Our activity resulted in two new business leads for Western Union

