

The Stalwart that Blossomed into a Growth Story

Situation Analysis: A well-known financial brand name, LHA's client was undergoing a constructive yet drastic operational, strategic, financial and competitive transformation. As part of a comprehensive review of all operations and opportunities in its marketplace, the company sought a way to deepen its understanding of how its public peers operated and communicated in order to formulate its own communications platform and optimal forward strategy.

LHA's Solution: LHA devised an exhaustive competitive analysis methodology that examined the strategic positioning of the client's peers by:

- Determining how each peer differentiated itself in its respective marketplace and the factors common to each
- Identifying potential competitive factors for the client to consider based on analyses of each peer's strengths, weaknesses, opportunities and threats, business model and growth strategy
- Examining the factors driving not only fundamental performance, but also valuation
- Comparing the peers' outgoing messaging with Wall Street perceptions
- Assessing the level of detail and sophistication of their communications programs
- Uncovering emerging challenges and opportunities endemic to the sector and constructing possible scenarios of future industry configurations.

We presented our findings to the client in an in-depth report that laid out conclusions and recommendations for strategic communications.

Results: LHA's peer analysis made a substantial contribution to the information set that ultimately shaped the client's transformative strategy. Our findings determined a number of the major elements and principles of its new communications platform and accurately predicted many of the major events and trends that took place within the sector in the ensuing months.