

### **Branding, Marketing and PR**

Over the past 18 months, David Burnside and Alex Nekrassov from New Century have been working with colleagues across various work streams, as well as with the management of Vnesheconombank, in advising on branding, marketing and communications initiatives especially the roll out of a positive worldwide image for the MIFC.

We have submitted two strategic proposals, to Mr Alexander Voloshin's office and Vnesheconombank.

We have already implemented a number of tactical initiatives in the communications stream, particularly in public affairs and media relations. We have secured articles and appearances from leading commentators in important international print and broadcast media which support the case for a Moscow International Financial Centre, explaining its benefits for both the Russian and British financial sectors and economies respectively and promoting a strengthening of political and economic co-operation between Russia and the United Kingdom.

Examples of this include:

- Securing an exclusive interview for Russian state-owned press agency, ITAR-ITASS, with British Prime Minister, David Cameron, ahead of his visit to Moscow in 2011. This resulted in a positive feature on ITAR-TASS's newswire service, communicating the potential opportunities and benefits for British cooperation with Russia.
- Securing extensive interviews across major international broadcast networks, including Sky News, Al Jazeera, BBC and CNN for Alexander Nekrassov, the UK's leading commentator on Russian affairs. Mr Nekrassov used these platforms to promote Russia, whilst rebutting and correct damaging inaccuracies and misconceptions about the Russian Government's stance on a number of geo-political issues, including the Middle East.
- Arranging briefings for some of the UK's leading business editors and correspondents on Russian business and economics. We secured an extensive feature with The Independent on Sunday's Business Editor, Margareta Pagano, who outlined the benefits of the Moscow International Financial Centre to the City of London Corporation and the wider UK economy. Danny Corrigan, ICAP, provided expert commentary.
- Most recently, we sponsored and hosted an event at the Imperial War Museum's Cabinet War Rooms to commemorate Victory Day between our two countries. His Royal Highness The Duke of Edinburgh was the guest of honour and in attendance were British and Russian war veterans, leading politicians, including ambassadorial representations from both Russia and Ukraine, senior business community representatives from Britain and Russia and members of international media. Members of the MIFC working group, including Danny Corrigan, ICAP, and Denis Ivanov, VEB London, were in attendance. This is precisely the



example of event management to promoting better bilateral relations, helping to provide a platform for promoting positive messages on Russia's plans for the MIFC.

We have enjoyed extensive cooperation with both Moscow and London based colleagues on the project. The next discussion, in order to achieve the successful rollout of the MIFC project in our work stream, should focus on budgetary commitments. Whilst we are already delivering on commitments outlined in our initial proposals, adequate funding must be allocated to ensure that the branding, marketing and communications programmes can now to be deployed worldwide to encourage support for and participation for the MIFC from all sectors of the financial services industry.

Following the election of President Putin and the appointment of the new Russian Government across all appropriate ministries, we now have the stability to embark upon a worldwide campaign.

**David W B Burnside**  
**Chairman, New Century Media**  
**Chairman of the Branding, Marketing and PR Stream**