

London & Capital

Lead generation social media campaign

Creative Response

15 March 2022

The Audience

US UHNW expats in the UK

- 40+
- C-suite – self-made/inheritance
- Finance/marketing/lawyers
- Wealth management need
- American (who file a US tax return American/green card)
- Have money in UK/offshore/US – at least 1m (ideally 5m – 50m)
- Not flash / not new money

Why L&C?

If you're a wealthy individual (US or greencard holder) living in UK or Europe, you will typically have an account in the US, US pension from working days, money in offshore accounts, accounts in the UK (where you reside), money invested in Europe, UK pension, etc.

Therefore, you would have multiple Relationship Managers, even if you are with 'one' company ie. Citi/HSBC.

You will have RM in the states who will specialise in US wealth, taxes, pension, etc.

This means that you will have to manage your time/finances between countries yourself.

L&C are the only wealth manager that can manage it all – regardless of location.

One central point of contact and team. They have built the only 'platform/solution/framework' that can view your wealth from all angles and create a single strategy across borders.

ie if you have US pension, US account, UK pension, ISA account in UK, offshore investments, in 6 different pots and no idea how to organise it – L&C can step in.

We Understand Your World

Why is this true?

- “When we ask our clients why they join us, they all make the same point, that we gave them **the feeling that we understood them.**” Iain Tait, Partner
- As an UHNW niche audience they have specific needs that they don’t like to explain, **they just want to know they are understood from the outset**
- **Their world is big**, naturally. It can be **complex**, it needs to be taken care of professionally.
- Their wealth means they value:
FREEDOM, CHOICE, FAMILY, SECURITY, LEGACY

Rational RTB’s

- No one else has this offering.
- Best offering, best platform.
- We can create a plan for multiple different ‘pots’, across the US/UK/EU
- Single strategy
- Single reporting



US Office Logo



London&Capital
US FAMILY WEALTH MANAGEMENT

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Concept One



Minimise to Maximise

This concept focuses on London & Capital's unique 'one team' proposition by highlighting the benefits of choosing a less complicated approach to wealth management.

Because London & Capital truly understands the worlds its clients live in, it makes their lives easier, removes unnecessary stress, and gives them the space to focus on what counts.



London & Capital

8,276 followers

1w

International American families: it's time to simplify your wealth strategy. Wherever you're based now – or in the future – one single team will manage it all.

One team. One strategy. One world. [\[Learn more\]](#)

URL



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Borderless

wealth management

One team. One strategy. One world. [\[Learn more\]](#)

URL



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Navigate the complexities of international wealth management, with trusted investment advice created specifically for Americans in the UK.

Read nothing*

*That doesn't warrant your attention.

The Cable. The resource for International Americans. [Read]

URL

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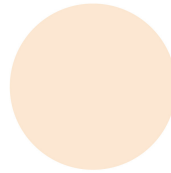
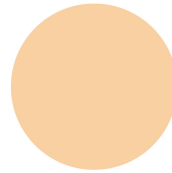
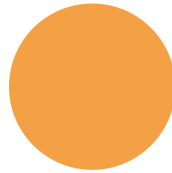
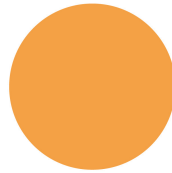


Less noise.

Content that demands
your curiosity.

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You don't have time for
endless back and forth

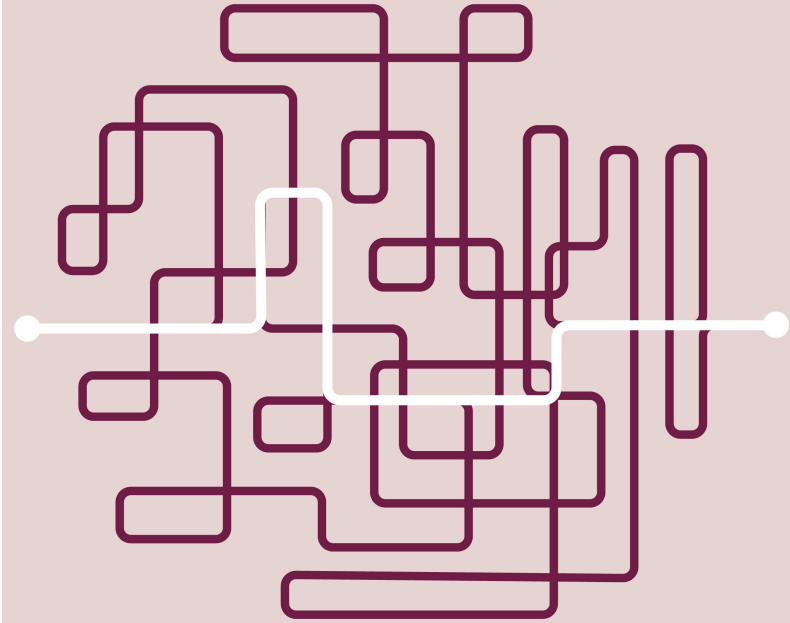


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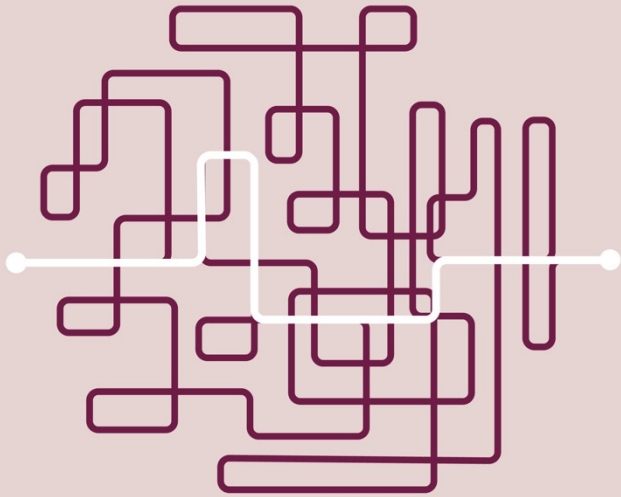
We understand
your world.

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Uncomplicate
your world.

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Uncomplicate
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We understand
your world.

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Borderless
wealth management

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Less noise.

Content that demands
your curiosity.

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You don't have time for
endless back and forth





Concept Two



A partnership for freedom

This concept positions London & Capital as a trusted partner to its clients – allowing them freedom to explore new opportunities, enjoy quality time with their loved ones, and achieve their goals for the future.

We can do this because we understand your world; a partnership with London & Capital will always create opportunities, not obstacles.



London & Capital

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1w

Introducing a simpler approach to wealth management for international American families. One team. One strategy. One world.



**Don't miss moments.
Create them.**

A smarter approach to international wealth management. [Act now]

URL



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Don't let your wealth
hold you back



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Set your goals,
and protect them.



London & Capital

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1w

International American families: how much time would you get back if you had one team, in one place, who managed your entire wealth strategy?



Don't let your
wealth **hold you back.**

London & Capital. For international American families. [\[Learn more\]](#)

URL



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International Americans: free up your time to focus on what matters, with one trusted team managing your global wealth strategy.



London & Capital. For international Americans. [Learn more]

URL



PLAN YOUR **NEXT** MOVE

Your wealth is taken
care of.



London & Capital

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1w

Introducing a simpler approach to wealth management for international American families. One team. One strategy. One world.



**Don't miss moments.
Create them.**

A smarter approach to international wealth management. [Act now]

URL

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**Don't let your wealth
hold you back**



**Set your goals,
and protect them.**



**Don't let your
wealth hold you back.**



**PLAN YOUR
NEXT MOVE**
Your wealth is taken
care of.



**Knowing your
wealth is taken
care of.**

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Concept Three



Borderless wealth management

This concept positions London & Capital as the only wealth manager that can manage it all – regardless of location.

A core element of the brand proposition - we understand your world - is about recognising that every client is unique, with distinct needs, requirements and goals, and should feel valued as an individual.



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US FAMILY WEALTH MANAGEMENT

TWO
COUNTRIES
THREE
PENSIONS
SIX
ACCOUNTS



London & Capital
US FAMILY WEALTH MANAGEMENT



ONE
TEAM
ONE
STRATEGY
ONE
WORLD

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Alternative type treatment rough options

TWO
COUNTRIES
THREE
PENSIONS
SEVEN
ACCOUNTS



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ONE
TEAM
ONE
STRATEGY
ONE
WORLD

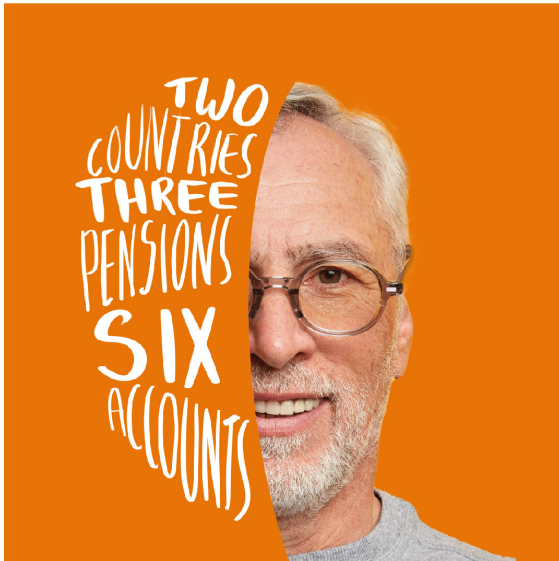
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International Americans: complex global lives demand clear solutions. Enjoy the freedom of one team managing your global wealth strategy, wherever you go.



A smarter approach to international wealth management. [Act now]

URL



Single strategy. Single reporting.

Borderless wealth
management

London&Capital

US FAMILY WEALTH MANAGEMENT

We **understand**
your world





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International Americans: at London & Capital, we believe in truly borderless wealth management. One team will manage your global strategy, wherever you go.



The Cable. The resource for International Americans. [Read]

URL





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Appendix

Video treatment example



John Lee
Business Entrepreneur



John moves to the UK and
want to migrate his wealth
management but retain
pots in the US



London & Capital can manage
your wealth holistically on a
global scale



Thank you