

# Onclusive

## Revolutionising Digital PR: How a Leading Financial Institution Built a Next-Generation Online Newsroom



"The creation of our bespoke newsroom has been a gamechanger as we are in full control of the curation of our content. It's enabled us to bring our story to life to media in a way we weren't able to do before."

Senior Manager, Media Relations

### Context

A leading UK financial institution sought to revolutionise its digital communications through the creation of a sophisticated online newsroom. The project aimed to provide journalists, customers, and industry analysts with seamless access to news, insights, and multimedia content while maintaining the highest standards of corporate communication.



## Objectives

The organisation had clear, ambitious goals in mind. The primary objective was to create a digital platform that would serve as the definitive source for all company news, updates, and insights. The key objectives were to:

**Enhance stakeholder engagement** by providing timely, relevant, and comprehensive information

**Improve transparency and trust** in communications with the media, customers, and industry analysts

**Position the organisation as a leader** in digital communications within the financial sector

The brief was simple: to create an attractive and engaging place for journalists to access all content and assets in one place, giving us greater control over how, when, and what we post.



## Solution

The organisation implemented a custom online newsroom solution utilising Onclusive technology. Key features included:

### Technical Implementation

- Real-time content publishing capabilities
- Advanced search functionality for historical content
- Integrated multimedia content management
- Streamlined email distribution system

### Design Elements

- Clean, professional interface aligned with corporate branding

## Research and Planning

The team conducted comprehensive research that encompassed several key areas. They performed detailed analysis of existing online newsrooms across various industries to understand best practices and identify opportunities for improvement. Through extensive interviews and surveys, they gathered valuable feedback from media professionals and key stakeholders to understand their needs and preferences. The research also focused on identifying common challenges faced by journalists when accessing and utilising newsroom resources. Additionally, the team assessed data presentation requirements, with particular attention to financial indices, to ensure the platform could effectively communicate complex numerical information.

Key findings revealed that journalists required:

- Simple navigation for finding current and historical content
- Efficient topic tracking capabilities
- Accessible presentation of complex financial data
- Quick access to relevant multimedia assets

- Carousel display for featured stories
- Intuitive categorisation system
- Space-efficient layout maximising content visibility

### Content Strategy

- Regular publication of press releases and expert commentary
- Integration of high-quality images with news content
- Structured presentation of financial data and indices
- Related content linking system

## Results

The results of the project have been outstanding, exceeding initial goals and objectives. Key achievements include:

### Operational Benefits

- Consolidated workflow through a single content management system
- Improved efficiency in content creation and distribution
- Enhanced tracking capabilities for media engagement
- Streamlined process for managing media assets

### Stakeholder Impact

- Increased engagement from journalists and media professionals
- Enhanced transparency in corporate communications
- Positive feedback from both internal and external users
- Improved accessibility of complex financial information

With Onclusive's online newsroom, you can showcase your news, manage media assets, and engage journalists through a powerful platform that seamlessly integrates with your website. Book a personalised demo to see how we can help you save time, increase media engagement, and amplify your reach.

[Arrange Demo](#)

## About Onclusive

Onclusive is a world leader in media intelligence technology and services, dedicated to supporting PR, Communications and Marketing professionals. We deliver leading-edge innovation, human expertise, and unmatched media reach in a suite of media management, monitoring and analysis solutions that support every stage of the communications cycle. Our unified platform and services enable our customers to make fast, accurate, data-driven decisions about their communications and marketing strategies, allowing them to prove and improve their value.

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### Business Outcomes

- Strengthened position as an industry leader in digital communications
- Better control over content curation and timing
- Valuable insights through integrated analytics
- Improved stakeholder trust and engagement

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"The website is connected to our media platform so we benefit from a truly streamlined approach that acts in real-time. The insight we get on who is opening and reading out content is also fantastic for helping us regarding audiences."

Senior Manager, Media Relations



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