



temenos

Launch Shapes Content Strategy and Campaign Development for Temenos

ABOUT TEMENOS

Temenos is a global technology leader that enables open and extendable banking services for financial institutions around the globe. They offer cloud-native, cloud-agnostic, API-first digital banking, core banking, payments, fund management and wealth management solutions that help banks deliver seamless customer journeys. Makers of the number one banking software in the world, Temenos serves over 3000 institutions globally, including 41 of the world's top 50 banks. Its software interacts with nearly 1.2 billion customers each day.

“Launch was a dream to work with. They took time to understand who we are and then consistently produced high quality content that we could quickly use in campaigns with few to no edits on our part.”

- Lauren Sybesma, Brand Vice President, Temenos

The Project

As Temenos sought to expand its presence in the U.S., they turned to Launch Marketing for support on content strategy and development for campaigns across different customer segments.

Before diving into campaign planning and execution, Launch worked with Temenos to understand their strategic goals and business models and to understand their brand voice and positioning. This work guided the language and tone of content pieces for campaigns and supplemental marketing activities.

To engage their audience in the U.S., Temenos' Changemakers campaign focused on highlighting individuals who helped make banking better and empowered people to take control of their financial futures. To build campaign momentum, Launch developed a wide range of assets by interviewing Temenos leaders and clients and by refreshing previously developed assets.

This work produced many new blog posts, infographics, eBooks and more to support the Changemakers campaign and successful initiatives in digital banking, risk management and humanizing banking interactions.

Launch worked with Temenos on:



CONTENT
MARKETING
STRATEGY



STREAMLINE
CONTENT
DEVELOPMENT



ELEVATE
NATIONAL
PRESENCE



STREAMLINED CONTENT DEVELOPMENT FOR MARKETING CAMPAIGNS

- *created a content strategy for marketing campaigns*
- *developed high-quality content assets to support campaigns*
- *amplified content development efforts via social media*

The Results

With support from Launch, Temenos, was able to quickly elevate their U.S. presence via thought leadership and segment focused campaigns featuring high-quality content and core messages that resonated with their target audiences.

After the Changemakers Campaign, Launch continued to support Temenos' content development efforts. These assets highlighted individual thought leaders within Temenos, the organization's focus on human-centered design, and emerging products. Launch contributed original content pieces and refreshed existing assets to streamline content development and accelerate the use of assets in marketing and sales activities.

