

Strength in numbers – LDC

LDC is the private equity division of Lloyds TSB and a leading mid-market investor.

The firm backs ambitious management teams seeking between £2m and £100m of equity.

Profile and reputation amongst the business and advisory communities plays a key role in LDC's transaction origination efforts.

Citypress was appointed by LDC in 2003 on a comprehensive brief to build and maintain awareness of its activities and approach to investment whilst raising the profile of key dealmakers within the firm.

This includes maximising media exposure for each transaction, providing effective corporate positioning activity (including award entries) and generating expert market commentary in key regional and sector titles.

We also generate coverage for LDC's industry research projects and promote the firm as a responsible member of the community through its charity events and its innovative This Working Life photography competition.

Our support extends to providing detailed market intelligence including competitor analysis and media due diligence reports on investment targets and protecting the reputation of LDC and investee businesses by supporting internal communications efforts and preparing reactive press strategies.

Highlights

Citypress has supported over 60 transactions since its appointment including a number of high profile investments and exits across a range of sectors.

In a three-year period (2005-2007), the comprehensive we've placed over 1,200 positive articles featuring LDC which had an equivalent advertising value of £1.4 million.

This profile has helped LDC cement its status as one of the foremost mid-market private equity houses.



If you would like more information about our work and what we can do for your company and brands, please contact Charles Tattersall on 0161 235 0319 or email charles@citypress.co.uk