



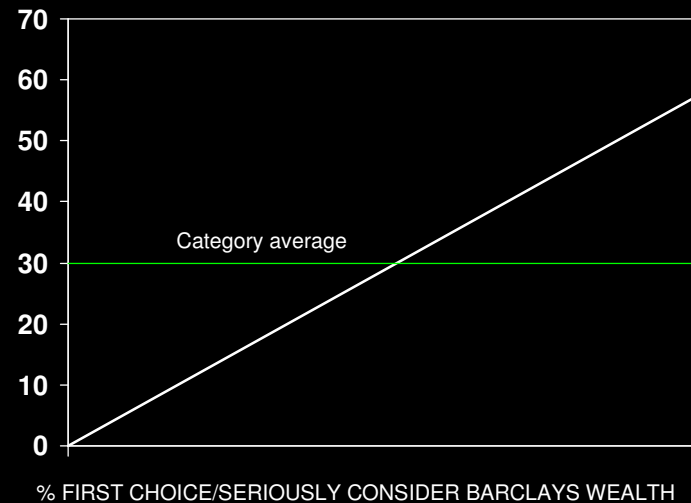
**CLIENT:**  
Barclays Wealth

**OBSERVATION:**  
Low interest category, highly competitive with 1000's of potential 'media' distractions.

**SOLUTION:**  
Single-minded focus through domination of the key premium print



**TASK:**  
Launch Barclays Wealth globally excluding the USA



**RESULTS:**  
Consideration for Barclays Wealth before the campaign was virtually 0. Post campaign they were leading the category group with a consideration score of 58%