

Case study 03

Hoodless Brennan

Client: Hoodless Brennan

Description: Research, re-brand, marketing strategy, literature, brochures, internal communications, exhibitions, advertising, website (work in progress), brand guidelines, newsletter and pr activities.

Hoodless Brennan are a stockbroking company based in London's Docklands. Due to changing markets and an outdated identity the company recognised the need to rebrand. The identity was based on Greek mythology, depicting Plutos, the God of Wealth holding the 'Horn of Plenty'.

The work was awarded on the back of a paid creative pitch to the board members. It encompassed a name change, new identity, and complete over-haul of their marketing collateral, including internal and external communications.



What the client said: "We are delighted with our new brand, we know that its soundly based, Gillian has guided us through the process from research and consultation through to values, architecture, names & designs. Now we are onto our next big challenge - making the most of our strong brand & the seismic shift towards emarketing. Again we are being lead by the team at *Clarity who have creative & cutting edge skills and a practical can-do attitude that gets results with the minimum pain!"

Andrew Baker, Chairman, Hoodless Brennan

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Hoodless Brennan

marketplace

A HOODLESS BRENNAN PLC PUBLICATION ISSUE NO.1 Winter 2006

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HOODLESS BRENNAN
We know the market.

2005 has been a year of change at Hoodless Brennan. Not only do we have a new look which you see the first time in this publication, new products have been introduced and many existing services enhanced. Most of these improvements are a direct result of feedback from both private and corporate clients.

Andrew Baker, Chairman

This is one of the interesting comparisons which are being to be made for the award for 2005. We have a considerable pipeline of new issues for 2006.

Jim McGowan, HB Corporate

INVESTORS' CHRONICLE AWARDS 2005

marketplace

ISSUE NO.1 Winter 2006

What's in this issue?

Inside news, views and special offers from Hoodless Brennan including:

- 01 Client feedback brings changes - These are the client's views following a survey of more than 700 clients.
- 04 Calling All Readers - Special features to help you find and contact Hoodless Brennan.
- 05 Happy Anniversaries AIM - Hoodless Brennan's products and services for the AIM market.
- 06 Pizza Franchise AIMs High - Capital Franchise Launches an AIM.
- 07 Client's views of the marketplace - We profile a private client.
- 08 Women in the City - Do women make better investors?
- 09 Magazine feature: A day in the life of... the life in the life of our Retail Analysts.
- 10 Skills put at work - Four of a planer's goals and special offer.
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- 16 News - Including our people and our community, new portfolio tools and deal flow data.

Welcome to marketplace
the newsletter for Hoodless Brennan

by Andrew Baker

2005 has been a year of change at Hoodless Brennan. Not only do we have a new look which you see the first time in this publication, new products have been introduced and many existing services enhanced. Most of these improvements are a direct result of feedback from both private and corporate clients.

Client Feedback brings changes

Our on-line service was voted "best" by our clients in a survey conducted by a leading financial research firm. We also heard a great deal about how we can improve our service to you. This includes:

- making the website faster and easier to use
- improving our broker with the introduction of new products
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What our clients said

"Hoodless Brennan was voted highly on personal broker service, website and on statements with our clients saying they 'love' or 'very good'."

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Women in the City

Hoodless Brennan is running a 'Women in the City' campaign to build awareness of opportunities for women both within the profession and as private investors. You can see the full campaign on the website and join in the debate.

Are Women better investors?

A number of recent articles have highlighted the wonderful gains made by women investors. Some of these suggest that women tend to be more successful investors, although there are still many who are not. The full campaign on the website and join in the debate.

Women investors seem able to interpret complex growth companies more accurately than men. They also seem to prefer companies with good ethics and products, rather than being driven by short-term gains.

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Women are probably a bit wiser in their dealing. They have naturally good organisational skills and might even have their own strategy.

San Sath, Agency Trader

News!
People, places, products

INVESTORS' CHRONICLE AWARDS 2005

Hoodless Brennan wins award for lowest cost online stockbroker

Hoodless Brennan is widely recognised for its low cost, transparent charges - to 2005, it was the lowest cost online stockbroker in the UK.

at The Cumberland Hotel, Marble Arch, London on Thursday 20 October 2005

In April 2005 Hoodless Brennan, with a commission to a flat rate of 0.7% per trade, with no account Management Charge and no hidden costs. More than 1000 investors voted Hoodless Brennan as the lowest cost online stockbroker in the UK.

Continuing the ethos of the code and transparent charges, we now offer the lowest cost online stockbroker in the UK.

BBIC Radio's John Humphries presented the award to Hoodless Brennan's Services and Product Manager, Mark Ripstein at the awards dinner.

This latest award shows again how our value and transparent no hidden charges approach is widely recognised by investors and feared by competitors.

Mark Ripstein, Technology Services & Product Manager