

Raymond James Financial: Credible, Dependable Information Scores Headlines and New Recruits

Overview

Raymond James Financial (NYSE - RJF) provides financial services to individuals, corporations and municipalities through its three wholly owned investment firms, Raymond James & Associates, Raymond James Financial Services and Raymond James Ltd., which have over 5,100 Financial Advisors in more than 2,200 locations throughout the United States, Canada and internationally. Its asset management subsidiaries manage in excess of \$23 billion.

When the company perceived it was being shortchanged by industry press, despite objective performance and milestones, it decided to take action.

Objectives

Cookerly was selected in 1999 to implement a B2B campaign to secure media coverage to increase visibility for RJF as a premier leader in the financial services industry and support recruiting efforts for financial advisors. The agency also provided strategic counsel on public relations opportunities, issues management and opportunities to enhance recruiting efforts for eight years.

Over the years, Cookerly expanded this effort to position Raymond James' outstanding research record, investor programs and management team in national business/consumer press.

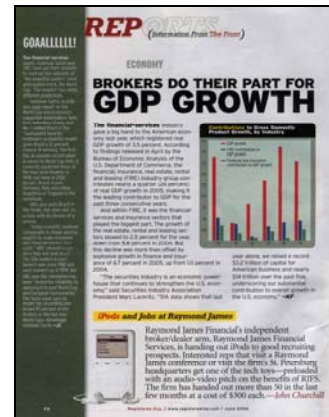
Strategy & Tactics

Media Relations: Cookerly functioned as a news bureau and managed proactive pitches, press releases/advisories to capitalize on company news/milestones, new programs, technology advances, tie-ins to industry news and outstanding advisor results/case studies. The agency cultivated personal relationships with leading editors/reporters at top trade and business publications to maximize media coverage for RJF.

Conferences: Cookerly managed media aspects for annual conferences and developed an industry roundtable to provide opportunities for editors/reporters to discuss the state of the industry with the company's top leadership team.

New Product Launches & Tools for Advisors: Cookerly helped launch Raymond James' new AdvisorChoice program for financial advisors in 2003. News "templates" were created for financial advisors to generate press on awards and honors to boost local visibility

Issue Management: Cookerly provided ongoing strategic counsel on important industry issues affecting Raymond James and helped integrate key messages for core audiences.



RAYMOND JAMES

Highlights

Secured nearly 900 placements reaching 3 billion people, and totaling an approximate ad value of \$15 million

Initiated media programs at RJ's national conferences which spurred favorable stories in national business and trade publications including *The Wall Street Journal*

Provided strategic counsel on issues management and media relations regarding SEC and NASD matters.

Results

The agency cultivated positive relationships with numerous major industry and business/consumer publications targeting financial advisors, community banks/credit unions and the investment community. Media tours and interviews with top management and financial advisors resulted in nearly 900 placements with a total reach of more than 3 billion and an approximate ad value of more than \$15 million through 2007.

The marked increase in media placements included coverage in all financial trade publications including *Financial Planning*, *Registered Rep*, *On Wall Street*, *Investment Advisor*, *Financial Advisor*, *Research*, *Investment News*, *Wealth Manager*, *American Banker*, *Community Banker*, *ABA Banking Journal*, as well as business/consumer outlets like *The Wall Street Journal*, *Associated Press*, *Investor's Business Daily*, *Worth Magazine*, *CNBC*, *Bloomberg TV*, numerous Web sites and more.

MONEY & INVESTING
[THE WALL STREET JOURNAL]
The Relentless Rise in Oil Prices

Signs of Crisis
New evidence has emerged that the global economy is slowing, and that the U.S. is in a recession.

Country	Oil Price (per barrel)
United States	\$70.00
France	\$65.00
Italy	\$60.00
China	\$55.00
India	\$50.00
Japan	\$45.00

Demand Defies Coal Increases Amid Razor-Thin Excess Capacity; Pain at the Gasoline Pump Mounts

WHAT WILL STOP the great oil price spike of 2007? The energy industry is betting on China's rapid economic growth. The U.S. oil industry is betting on a recovery in the U.S. oil market. The world's oil market is betting on a recovery in the U.S. oil market. The world's oil market is betting on a recovery in the U.S. oil market.