

CASE STUDY

STRATEGY & EXECUTION

Scaling Marketing Without Adding Headcount

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CHALLENGE

Ares Management Corporation is a leading global alternative investment manager offering clients investment solutions across the credit, real estate, private equity and infrastructure asset classes.

Ares' product marketing group initially engaged Marketing Intent to create a set of financial advisor communications promoting the firm's real estate exchange program. With work underway, Ares unexpectedly experienced turnover in the marketing department, creating immediate resource gaps and capacity constraints. The timing was particularly challenging for Ares, as the firm was preparing to roll out a new brand identity, while also trying to keep up with routine marketing and communications deliverables. Facing reduced staff, competing priorities, and high-stakes time sensitivities, Ares had an urgent need for a partner with industry expertise and the ability to contribute tactically and strategically.

SOLUTION

Marketing Intent answered the call by serving as a natural extension to Ares' marketing group and helping the team seamlessly meet firm-wide goals. We quickly integrated to deliver on initiatives ranging from quarterly materials to digital campaigns to product launch support. We assisted with the corporate re-branding, ensuring consistency across existing and new material. We also served as a strategic partner, sharing market research and insights, recommending ways to target financial intermediaries, creating new message platforms and content, as well as guiding design refinement. In addition we participated in internal communications efforts to highlight marketing initiatives and raise the team's visibility across the firm.

IMPACT

Despite organizational change, Ares was able to meet the firm's extensive and diverse marketing communications needs by partnering with Marketing Intent to increase capacity without increasing headcount. Ares' marketing group not only successfully met routine deliverables but also implemented a major rebranding, refined strategy around financial advisor engagement, and raised firm-wide awareness of the team's value and impact across the organization.

Additionally, Ares' business challenge gave Marketing Intent the opportunity to demonstrate our industry expertise, range of capabilities, adaptability, and willingness to do what it takes to support a client. Today, we work with multiple Ares teams across the global organization.



“Our role wasn’t simply to create deliverables. It was to ensure Ares could maintain momentum during a period of organizational change—without sacrificing quality, strategic thinking or speed. That’s the kind of partnership we strive to provide every client.”

Cherie Fournier
Founder & CEO | Marketing Intent



Many firms encounter occasional marcom or creative staff shortages—temporary leaves, hiring freezes or restructurings. Yet, neither the workflow nor the clock stops.

If your team could use marketing support to fill staffing gaps, we'd love to learn more about your goals.

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Marketing Intent is a sales-focused marketing agency specializing in the alternative investments industry. We have decades of experience helping asset managers explain their investment offerings to financial advisors and investors with clear messaging and compelling design. We deliver strategy, copywriting, design, branding, website design and development, print and digital marketing.



40+ YEARS
of marketing to
financial advisors



30+ YEARS
of experience in alternative
investment marketing



\$8 BILLION
of capital-raising marketing
support at Dividend Capital/
Black Creek Group

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