

# Helping remara launch into remara.

## Aussie Private Credit

*We helped newcomer remara Investment Management launch their new brand, product range and thought leaders as Private Credit became the hottest topic in Australian finance.*

### BACKGROUND

Australia's Private Credit market was 2024's most-exciting investment space, with newcomer remara Investment Management looking to leverage retail investor interest to grow FUM rapidly.

Alongside a creative brand update, remara wanted to secure widespread recognition and national brand presence.

### THE REQUEST

Recommend 12-month integrated brand launch strategy to support \$1.1Bn FUM business KPI.

### WHAT WE DID

FCR served as lead agency across Remara's agency village and senior strategic counsel.

FCR delivered:

- Earned media plan spanning brand, milestone, spokesperson and industry touchpoints
- National media buying program with NewsCorp + Nine Entertainment
- Integrated 12-month Social + Digital client engagement campaign
- Sponsorship, Partnership + Event Campaign
- Media Training + Executive Profiling, Award Submissions

### THE RESULTS

remara Asset Management secured national media partnerships with Kayo, NewsCorp, Sydney Morning Herald, Australian Financial Review, Easts Rugby, PDI APAC and others.

remara secured regular tier one media coverage for important business announcements, with c-suite leaders widely profiled and engaged for comment on industry issues and current affairs.

remara secured the lead chest sponsorship with the St George Illawarra Dragons for the 2025 NRL Season and national industry award recognition.



News Corp

Bloomberg

Nine CAPITAL BRIEF

