

INDICATE MEDIA CLIENT SUCCESS STORY

Client: Talara Capital Management
Practice Areas: Financial Services
Capabilities: Strategy, Media Relations

Overview

Talara Capital Management, LLC is a 100% employee-owned real asset investment firm focused on the global resource, infrastructure, and industrial sectors. Through both private and public investments, Talara employs a long-term fundamental approach with the objective of generating superior returns for investors. In our private investment strategy, Talara seeks to partner with management teams, taking a flexible and collaborative approach to the development of upstream oil and gas properties in the lower middle market.

The Objective

In January 2015, Talara Capital Management began working with Indicate Media with the objective of raising general brand awareness of the firm and to promote the Managing Partner and Chief Investment Officer, David Zusman as an industry expert and thought leader. After a successful trial campaign, the objective became more targeted with a focus on securing feature stories around specific themes.

The Strategy

Indicate Media planned and implemented a strategy where we:

- Worked closely with Talara Capital Management on messaging and story angles depending on current market conditions
- Gave strategic counsel on conducting interviews with reporters
- Pitched media and arranged interviews and in person meetings with reporters at target outlets

The Challenge

When working with the financial press and reporters on the energy beat, a balance needs to be struck between just providing the quote of the day around fast moving news like the price of oil and saying something substantive on the record. After being quoted in multiple articles, the challenge became garnering the attention of very targeted top-tier and trade publications with compelling stories of broader market interest but also positioned Talara Capital Management in a positive light.

The Result

Throughout several sustained campaigns, Indicate Media was able to secure interviews with and regular quotes in outlets such as *The Wall Street Journal*, *Bloomberg*, *Forbes*, *Reuters* and *The Houston Chronicle*. With the more targeted story objective, we were able to land a feature story around Talara's Caza Oil and Gas deal in the *New York Times* print and online edition, as well as other feature stories in *Oil & Gas Investor*, *Institutional Investor* and more.

"We weren't initially sure the value a PR firm could bring to our asset management firm. After several discussions with the Indicate team, we decided to take the leap and do a trial campaign. We were immediately impressed by the team's intelligence, strategy and most importantly their ability to get big results and move the needle on our behalf. A short campaign has turned into a long term relationship."

– David Zusman, Chief Investment Officer, Talara Capital Management