

# PRESS TEAM OF THE YEAR

## SHORTLIST ENTRY SUMMARIES

**headline**  
**money.co.uk**  
**AWARDS 2020**

### AJ Bell

AJ Bell plc's PR team manages all corporate, broadcast, retail, trade and local PR in-house with no retained agency. The team has 75 years combined experience in the financial services industry, with a unique blend of expertise covering PR, journalism, equity analysis and fund management.

### interactive investor

We are a modestly-sized press team but, over the past year, have together spearheaded outstanding initiatives, including the ACE 30 rated list of ethical funds and the Great British Retirement Survey. Not only did these bolster our media profile but they also made positive contributions to the financial industry.

### MoneySavingExpert.com

With its mission statement – 'cutting your costs, fighting your corner' – and a culture of campaigning at its heart, MSE's press team plays a vital role in representing UK consumers through the media – targeting policymakers, building an army, and empowering people to make sense of their rights and their finances.

### Morningstar UK

Morningstar's in-house PR team works closely with financial journalists to provide data and resources that help inform and educate investors. Our goal is to be the media's go-to-resource for independent, data-driven expertise and opinions in order to shine a light on complex investing topics.

### Quilter

In its first year as a listed business, the Quilter PR team has applied a vast array of tactics to put Quilter front and centre of major national stories on the NHS, pensions, taxation and mental health. This has resulted in record media coverage and referrals for its financial planners.

### Royal London

Royal London's press team was recognised as "top of the class" in a recent journalist survey. One strength is our spokespeople who travel far and wide to be heard. We also make a difference, including helping a consumer resolve a dispute about how a loved one's finances were being managed.