



NXT GENERATION

CENTURION

CAPITAL MANAGEMENT

Positive wealth creation

A NXT GENERATION CASE STUDY

Setting the scene

Founded in 2017, Centurion Capital Management is a leading figure within the investment world, providing unique and trustworthy investment opportunities for all.

Centurion Capital Management (CM) operates in accordance with a clear and exciting mission: to offer an innovative approach to investment, one that is lucrative, sustainable and accessible.

NXT Gen were invited to re-fresh the brand style and story for Centurion CM. This refreshed look and feel supported an increased level of profile and would enable them to attract, inform and invite potential investment ahead of the introduction and focus of the opportunity in Dubai.

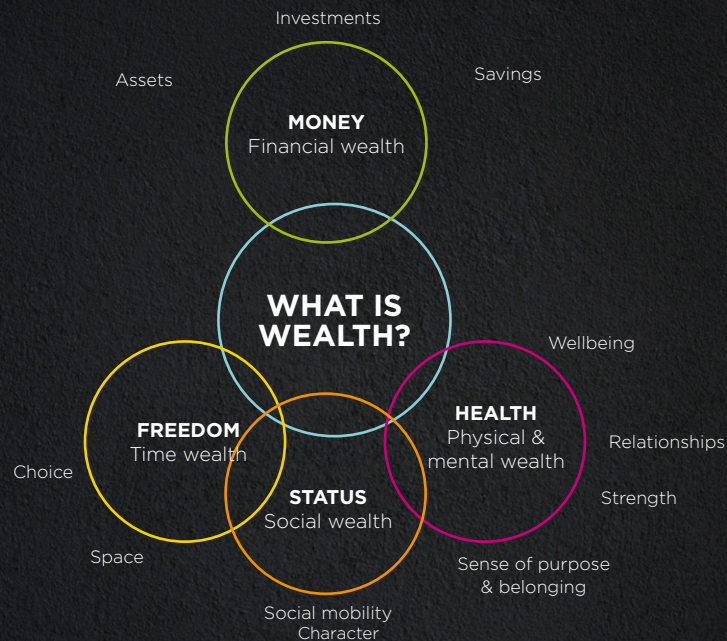
Seeing the opportunity

The re-visit of the brand's purpose, position and personality helped to act as a foundation and inspiration for all visual messaging and brand touch points.

While Centurion CM are extremely proud of their unique and successful investment model, they felt that the existing branding did not reflect the innovative and exceptional opportunity that they offer.

The revived approach and style needed to ensure that Centurion CM could comfortably position themselves as equal or above other high level investment groups and corporate entities. It was important that there was a sense of quality, prestige, credibility, trust and ambition.

Once this was in place, NXT gen were able to create all new content marketing material from brand identity to full marketing execution with website design, social media optimisation, PR and investment lead generation.



How?

- Zoom call meeting
- Questionnaire
- Brand Audit
- Proposition established

We offer an exceptionally unique and lucrative initiative to the investment industry as part of our investment cycle opportunity.

A continuous revolution of wealth creation that delivers above & beyond the ordinary.



What was required?

The following list of deliverables and touch points were agreed on and created for this phase including a refreshed brand positioning and direction.

- Exploration into Brand strategy/story and how this could influence and support the design direction
- Concepts for the evolution of the brand logo
- A review of the strap line or descriptor that could sit alongside the logo or in isolation
- An initial direction for tone of voice and language
- Development of a brand landscape
- Initial concepts for website function, content and style
- A new logo to identify the Centurion CM Foundation
- Concepts a design for an exhibition stand at the Futures Innovation Summit in Dubai

How?

- Hierarchy of messaging established
- Refreshed Brand purpose and positioning presented
- Clear understanding of key brand touch points gained

TELL THE STORY

Creating the assets

During a full day photoshoot, the NXT Gen team were able to capture the staff in their stunning new offices in Canary Wharf. Team head shots for the website and social media content were also created.

Multi-page presentation brochures were setup including a complete IM and an introductory brochure for the new company establishment in Dubai.

The Website

The website is at the heart of the communications and serves the demands of a wide range of audiences.

It needed to feel seamless and easy to navigate while constantly reminding visitors of the unique opportunity available.

Building awareness

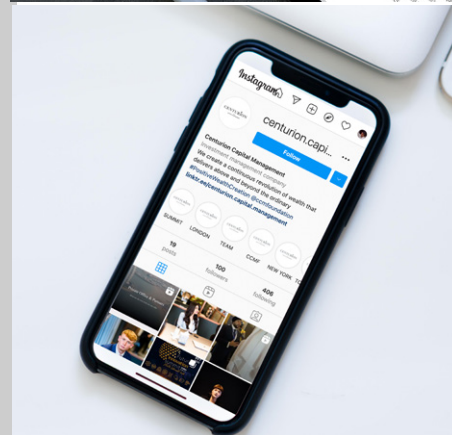
NXT Gen also produced a one minute impactful & dynamic presentation video to showcase the Centurion CM investment offer and explain the opportunity.

NXT Gen were also able to invite Centurion CM to the Future Innovation Summit in Dubai through their relationships with relationship with The Private Office Of Sheikh Saqr Bin Mohamed Al Qasimi.

This also included valuable exposure in the form of interviews with Forbes magazine.

How?

- New website designed & developed
- Photoshoot & video production
- Brochure created
- Video production
- Social media presence created
- Investment lead generation





What's the Result?

"We are absolutely delighted with all of the hard work and creativity from our media partners NXT Generation. NXT Generation have been a breath of fresh air, they have a super-efficient team of experienced hard working marketeers, who understood our marketing needs and executed our media plans perfectly.

On top of this amazing work, the CEO of NXT Generation helped to formulate our company in Dubai with his relationship with The Private Office Of Sheikh Saqer Bin Mohamed Al Qasimi. We are now a global company with tremendous brand awareness and a professional marketing elements that our investor audience loves all thanks to NXT Generation."

They helped on every level of marketing from brand creation, website design, brochure design, social media optimisation, video production, lead generation and even created us a professional exhibitor stand to showcase at The Future Innovation Summit 2021 in Dubai.

Karpreet Singh Randhawa
Chief Executive Officer (CEO)
Centurion CM



We are here.

We are W Generation

Let us be your creative and strategic partner
to help grow your business and take it to
the next level.



LONDON OFFICE

1 Fore St Ave, Barbican
London EC2Y 9DT

t: +44 7543 183 400

e: info@wearenxtgeneration.com

LOS ANGELES OFFICE

3251 W 6th St Suite 349
Los Angeles, California 90020

t: +1 323 999 60 80

e: info@wearenxtgeneration.com