

# Entering a new era of finance with Ripple's Crypto Means Business campaign

- ✔ **Leading the 'crypto-for-business' category:** Amidst crypto skepticism and financial system inertia.
- ✔ **Challenge:** Drive change during a looming 'crypto winter'.
- ✔ **Creative Idea:** Partnered with NFT artist Balkan Karismann for distinctive character.
- ✔ **Unique Collaboration:** Partnered with NFT artist Balkan Karismann for distinctive character.
- ✔ **Strategic Media Campaign:** Balanced real-world and smart digital targeting.
- ✔ **Global Reach:** Targeted financial decision-makers in NYC, London, Singapore, São Paulo, and Dubai.

# Ripple's Crypto Means Business Campaign

Entering a new era of finance

## INSIGHT

While our target audience of 'internal revolutionaries' (progressive business and finance leaders inside traditional businesses) were intrigued by crypto, they couldn't quite see how it applied to their business because they saw crypto and business as two totally different things. Crypto existed at the cutting edge of technology and culture, while they operated in a more conservative + traditional environment.

## SOLUTION

Partnering with NFT artist Balkan Karisman, we created a picture of the future of finance built on crypto —to show banks and businesses what's possible and help them connect crypto to the big things they care about. We paired the artwork

with messages that spoke to the progress that crypto solutions deliver for finance, each ad showing how crypto is already delivering a faster and more efficient financial system.

## DELIVERABLES

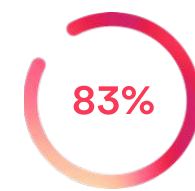
The campaign launched on CTV, OOH, Digital, and Social Media channels across New York, London, Dubai, Singapore and Sao Paolo.



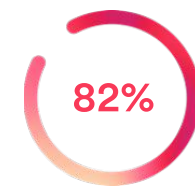
Unaided brand awareness



Top-of-mind awareness



83% agreed that the campaign creative captured their attention and sparked intrigue to learn more.



82% indicated that after viewing campaign creative, their opinion of the brand is better than it was before.

