

CASE STUDY: MIKE GOLDBERG CREATIVE DIRECTOR

CITI SMITH BARNEY



OBJECTIVE

In a time when everyone thought they were an investment guru the investing world needed to be informed that they may not know all the nuances of investing. Which may result in loss of money.

CHALLENGE

It's less expensive, more convenient and more controlling for an individual investor to invest online and not go through an investment counselor.

STRATEGY

Make investors aware of facts that they may not know everything about investing. What you don't know may hurt you.

CREATIVE

An elegant and smart integrated digital and traditional campaign that highlighted the nuances and details of investing that the average investor may not necessarily be aware of and where potential money could be lost doing it yourself.

RESULT

A record amount of calls flooded the Smith Barney advisory center which resulted in a record number of customer sign ups.