



FINTECH — —

In the fast-paced world of fintech, first movers and fast movers have a major advantage. During an eight week on-site engagement, we worked with a fintech start-up to map out a six month marketing and communications strategy. Working with Chinese-Canadian sales teams in Toronto and Montreal, we helped the client refine and communicate its value proposition, launch a new website, and create English, Chinese and French marketing materials. We also helped train the in-house marketing team to roll out the strategy over the following year.

RESULTS:

Within weeks, this start-up was able move nimbly into the Canadian retail market, generating international media coverage and securing new clients just in time for the holiday shopping season.