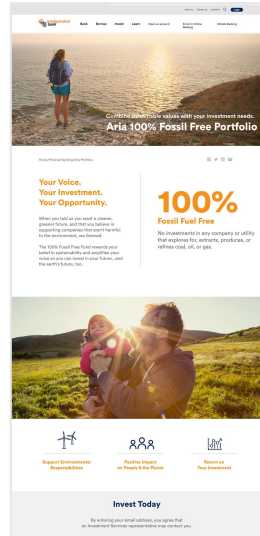
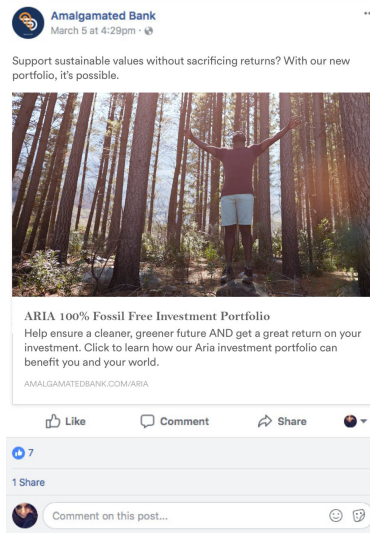
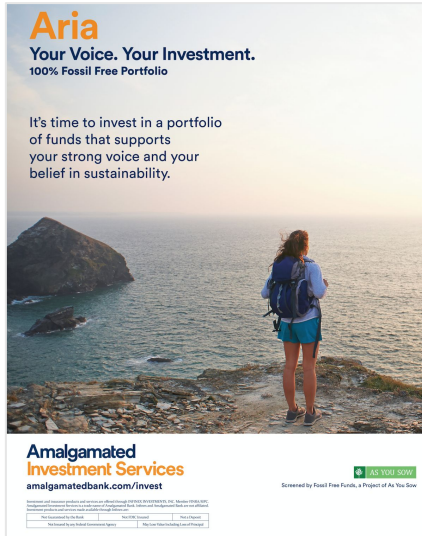


# AMALGAMATED BANK



**CHALLENGE:** For socially responsible consumers, Amalgamated Bank® saw the opportunity to offer customers a 100% fossil fuel free fund, and they asked JR to get the word out...without mass media.

**SOLUTION:** Our goal was to successfully launch a new fund for Amalgamated Bank and educate the eco-friendly consumer on the benefits. We needed a branding strategy that really stood out in the crowd. So JR created a unique fund name ("**Aria**"), paired with aspirational messaging, to let the consumer know that they get to choose where their money is invested.

Next, we put together a targeted digital campaign, with everything from social media to banner ads to a landing page redesign. This allowed us to educate the consumer on what exactly a fossil fuel free fund is and helped connect consumers online as well as in-branch.

**RESULTS:** We introduced investors to a fund they could be proud of, *AND* never knew about before.

- 3 1/2 times click through rate above the industry average
- 48% conversion increase of interest in the Aria Fund

