AMALGAMATED BANK





It's time to invest in a portfolio of funds that supports your strong voice and your belief in sustainability.







07

1 Share

Comment on this post..

AS YOU SOV

Fossil Free Funds, a Project of As You Sov

March 5 at 4:29pm · 🚱

Support sustainable values without sacrificing returns? With our new portfolio, it's possible.



ARIA 100% Fossil Free Investment Portfolio Help ensure a cleaner, greener future AND get a great return on your investment. Click to learn how our Aria investment portfolio can benefit you and your world.

n Like Comment A Chare



Aria 100% Fossil Free Portfolio

00%

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

