

Clarion Wealth Planning Advertising



Bringing financial planning to life.

Following on from our highly successful rebrand of Clarion Wealth Management, we were invited to create a compelling advertising campaign to showcase Clarion's distinctive focus on helping clients make the most of their wealth, in the here and now (for themselves and their families), while taking good care of their long-term financial future – and reflect Clarion's positioning (created by Neon) "true lifelong financial planning for the serious business of life".

The critical goal was to appeal to prospective clients on both an emotive level, as well as a rational one, with this demanding target audience, and strongly convey the bespoke, boutique nature of their offering.

The new campaign set out to be elegantly different from traditional and stuffy financial services advertising clichés, finding playful ways to put Clarion's own twist on the conventional language of financial planning, inviting clients, for example, to "Watch your investment grow", "Plan to have no plan", "Invest in futures" or to "Invest in yourself" ...in order to get the most from "the serious business of life".

"Dana and the team at Neon worked tirelessly to create an advertising campaign that truly reflects the essence of our business and importantly our brand. This combination of creativity and commercial sense has also produced advertising that not just looks wonderful, but is already attracting new clients."

RON WALKER
Founder
Clarion Wealth Planning

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