

## The Challenge

The financial technology industry isn't perceived as fun, but Four Eyes CEO Lori Weir wanted to stand out from the crowd. Separating the company's identity from the stock images and drab colours associated with financial marketing required making a bold statement. This is especially important in a crowded marketplace, where Four Eyes sets its sights courting the 20 percent of Canadian investment dealers who are independent to the company's technology products. How could they attract investors and advisors to their platform?

## The Solution

We created something that feels unusual in the finance industry: a fun, pop art inspired brand that is anything but boring. High contrast black and white with pops of bold colour help set Four Eyes apart, as well as a crisp, modern logo which replaces a more traditional, muted one. The fresh look and updated digital strategy inspire confidence and trust in the product, while retaining a sense of personality.

Client testimonial videos add a personal touch to the updated website, and help answer the questions end users have when evaluating new technologies. The website, built with a custom WordPress theme from the ground up, allows visitors to click through pages intuitively. Built-in calls to action direct clients to contact the company at key moments in the buying decision. The updated branding can be easily carried over into a variety of online and offline marketing plans.

## The Result

Four Eyes has rapidly grown since its inception in 2018, doubling their revenue in 2020. This year the company projects to once again increase their revenue by 50 percent.

*"Working with Alex and Steve at Weaver Crawford Creative was a rewarding experience from start to finish. They have the vision, skills and processes to bring your brand to life using multiple mediums, on multiple platforms."*

-Lori Weir  
Co-founder & CEO, Four Eyes Financial

