

MR. KRABS'

FICTIONAL FINANCES

Driving website engagement for a complex FinTech brand



CHALLENGE

Envestnet needed to raise awareness for its new client portal for financial advisors and encourage advisors to further explore their technology and services. In doing so, Envesnet sought to set themselves apart in a sea of financial advertising that relies heavily on familiar tropes—happy retirees strolling along the beach.



IDEA

Spark interest and demonstrate efficacy of the new client portal by showcasing the imagined finances of an entirely unexpected “client” from pop culture—Mr. Krabs from *SpongeBob SquarePants*. In partnership with Paramount, we figured out Mr. Krabs’ expenses, cashflow and investments. We then created a custom, interactive client portal as part of the Envestnet website experience that advisors could play with, exploring different financial scenarios—from what happens when Mr. Krabs invests his mattress money, to the financial impact of the Krusty Krab frequently blowing up. From the interactive experience, users could explore a range of technologies and services that were highlighted in the demo.



IMPACT

Although the marriage between a financial company and a fictional crab was unexpected, it was incredibly effective with 96% of visitors sticking through the entire digital storytelling experience, logging an average site visit of 4-plus minutes. Plus, over 51% of those who engaged with the content filled out online forms to receive more information on Envestnet’s powerful technology.

RESULTS

96% Of visitors viewed the complete demo experience

51% Of visitors requested more information about how Envestnet is driving the Intelligent Financial Life

4+ Average time on site
MINUTES

2x YoY actions on Envestnet brand campaign assets