



“Silver Agency took a challenging subject and timeline and delivered an integrated story that spoke to the entire financial services and financial technology sector. They were able to encapsulate the brand of Finastra by weaving the OPEN by {Default} campaign seamlessly into our ethos of defining finance for good. They were attentive to our feedback and challenged the status quo to elevate the creative to a higher standard.”

Brandi Meredith
Global Lead, Integrated Campaigns and Media

OPEN by {DEFAULT}

Making fintech benevolent and fair



Finastra's first TikTok account with custom content to promote the Hackathon



"Simplifying complex topics and making them relevant in a human way is a challenge for every marketer. And a challenge that Finastra takes to heart. We found the creative breakthrough and partnership with Silver very refreshing and real and were proud to engage and inspire hundreds of female led developers to tackle the problem of Algorithmic Bias head-on."

Margaret Franco
Chief Marketing Officer

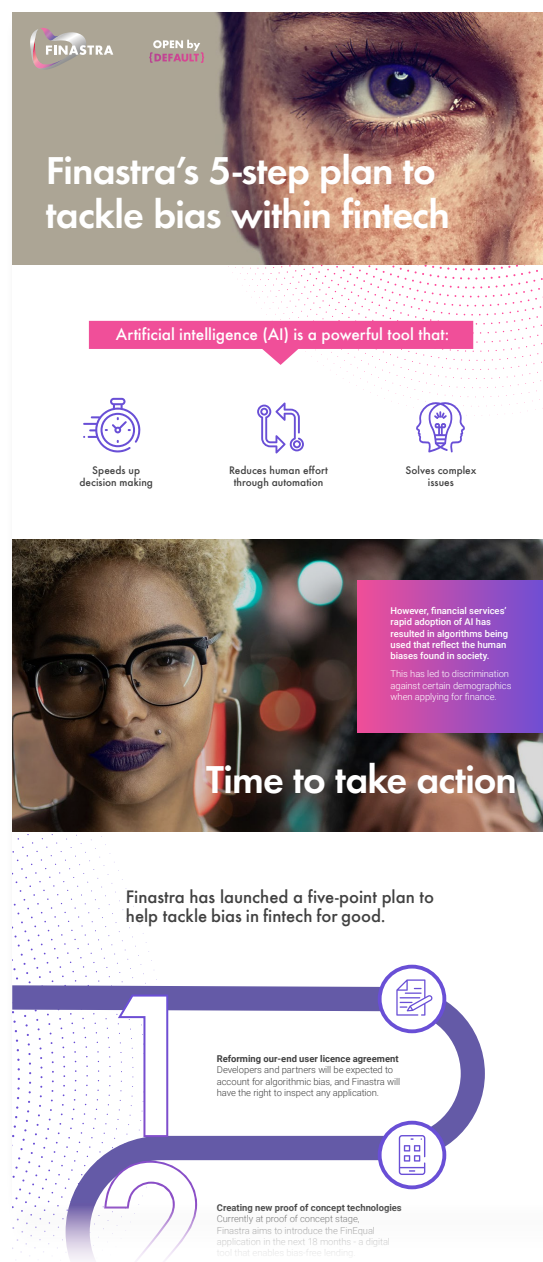
98,200+
impressions

2.95%
CTR%

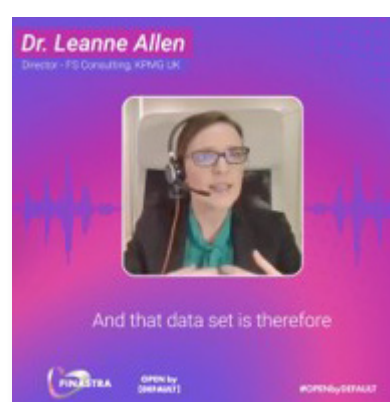
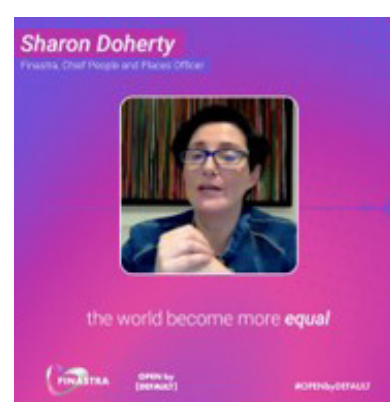
11,900+
video views

1.73%
engagement rate

Pledge infographic



Executive Interview

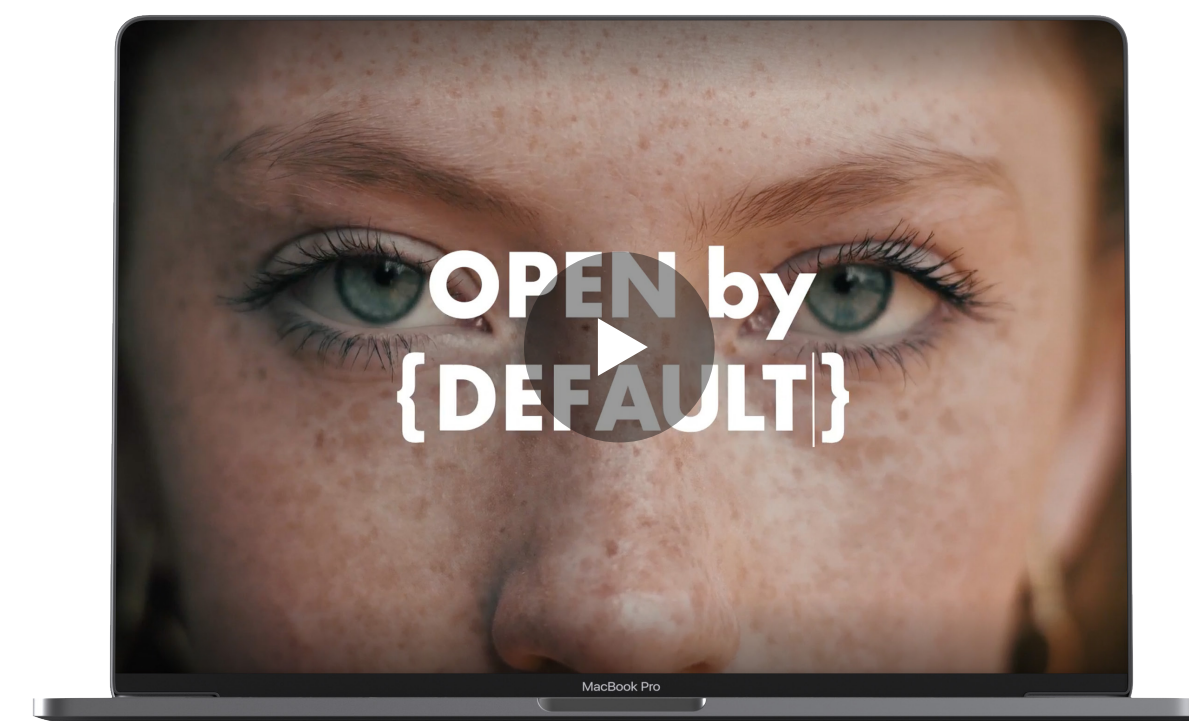


Social snippets

KPMG report and Tier 1 press campaign



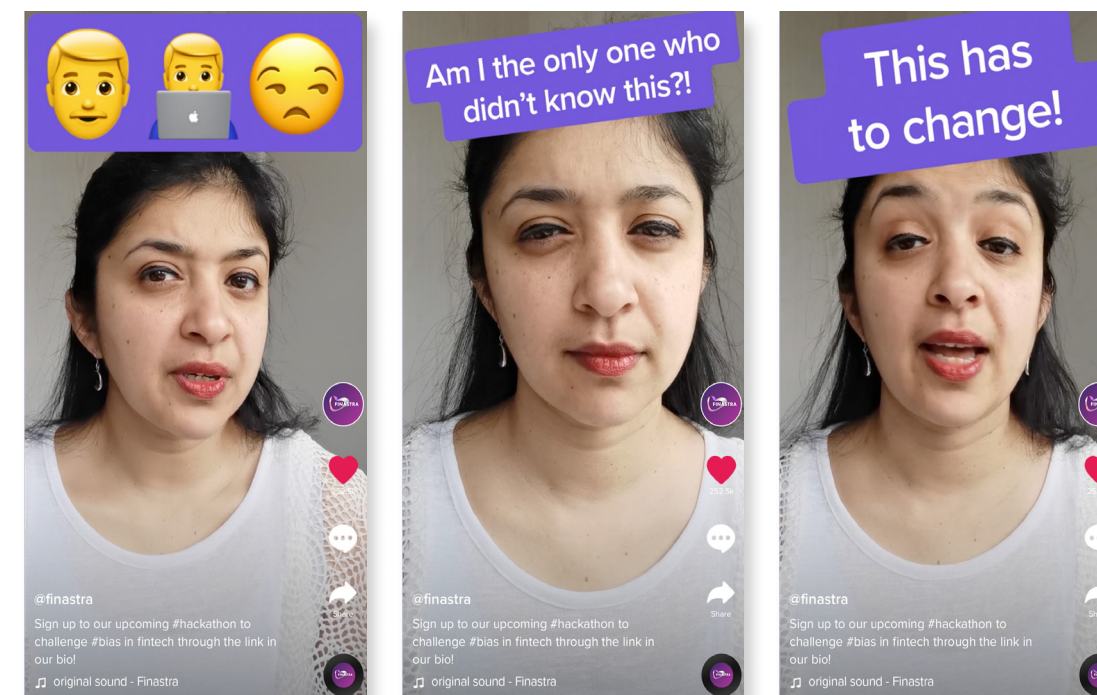
5 point video



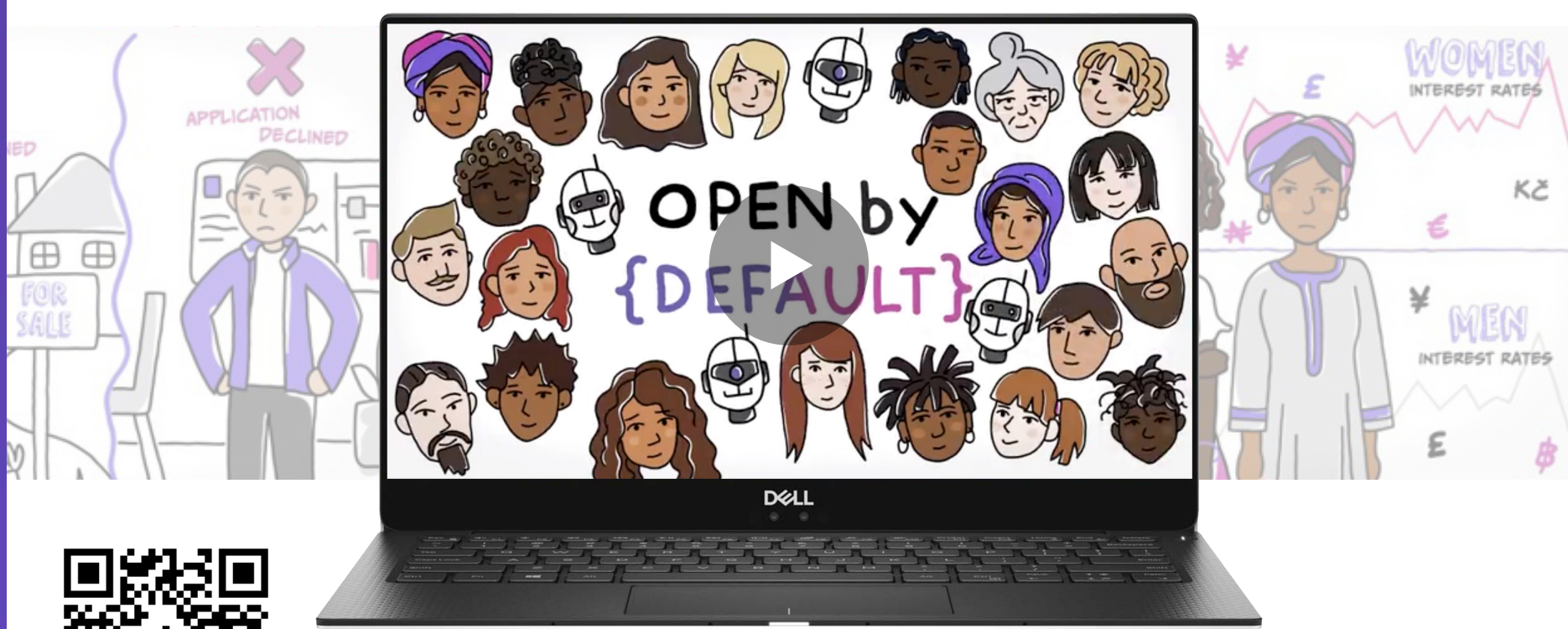
Paid Social



TikTok videos featuring previous hackathon winners to promote the event

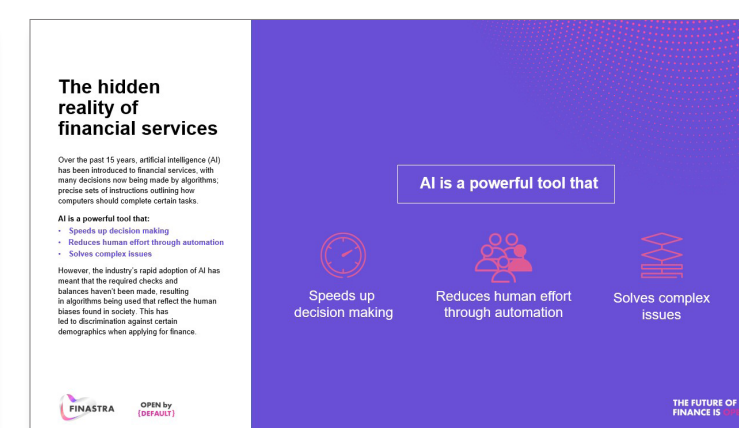
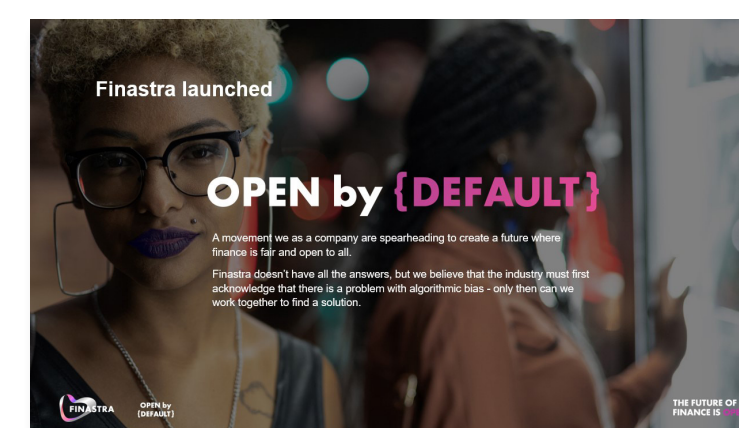


Algorithmic Bias Animation

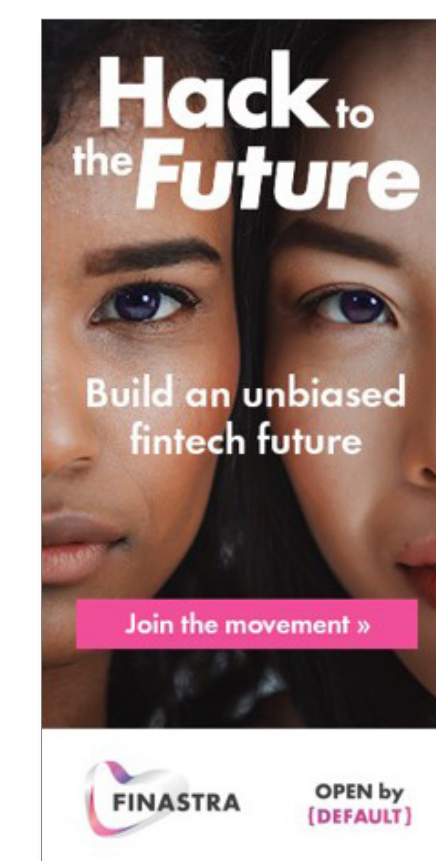


Scan QR code to
watch the animation

Manifesto Presentation



Media Banners



The Drum Awards 2022 B2B Integrated

Silver

