

## A POP-OUT in Managed Future Business.

Taiwan Agency Bremen Digital Creative Grabs Attention with Entertainment Native Ad for Concord Futures' Stiff Business

*"Know me, and you will love me, you got a great deal."*

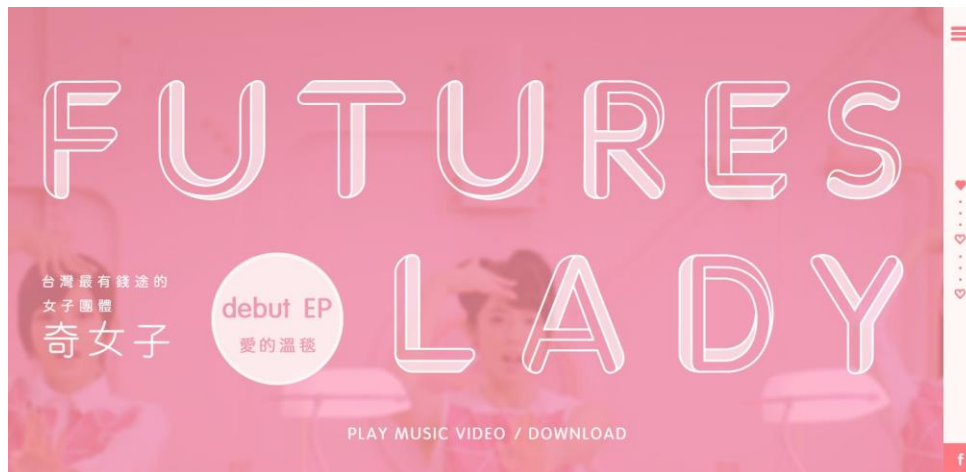
*"Never feel cold, I give you a warm blanket."*

At first glance of this music video with the beautiful young teens dance and sing seem like a debut of a new idol group. The mysterious "Futures Lady" conquers numbers of fans. Who would have a tiny little recognition that it is a native ad for a managed future company – Concord Futures in Taiwan, launched by Bremen Digital Creative.



MV: [https://www.youtube.com/watch?v=o\\_hjaK\\_leC4](https://www.youtube.com/watch?v=o_hjaK_leC4)

Stocks and mutual fund are key financial investment products in Taiwan. Futures investment is considered "difficult, risky, and unfamiliar." Bremen Digital Creative launches a campaign "Futures Lady' Debut" with a music video "Rich in Love" online. The MV blends pop music culture elements to ease out the distance between mass public and futures investment, and polishes up Concord Futures' classic yet conventional brand image.



Website : <http://www.futureslady.com>

It surely arises curiosity to how stiff financial products and the idol group are brought together. The hints are carefully composited in the lyrics. “Futures” in “Futures Lady” is futures investment. The debut song “Rich in Love” seems like a love confession, but the lyrics carefully infuses features of futures products, like “curvy body lines,” “stay brave encounters bear”, and the rather direct request “hand me your money.” The word “warm blanket” repeating in the lyrics may seem odd, but it is phonetically the same as “gilt-edged” in Taiwanese. The lyrics depicts local insight no wonder it is able to pop into consumers’ mind for the local investment brand in the highly competitive industry occupied by foreign investment firms.





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Though it is a brand content video, the production sticks to the standard making of music video. The team restyles a young idol group, hires award-winning band for song composition, first-tier costume, and choreography design team, and music video production crew. Music video breaks 300,000 views after two weeks. The campaign receives news coverage from local TV News with an US\$110,000 earned media value.



One goofy result that adds to the success of the campaign: fans establishes a facebook fans page soon after the MV release, requesting Futures Lady to officially debut after the campaign.