

Ekko

Brand Creation | Brand Strategy | Brand Identity | Naming | Messaging | Tone of Voice | Design | Film | Social Media

Project **Branding a distinctively feel-good fintech challenger**

Challenge **Avoid becoming a me-too do-gooder**
When it comes to addressing climate change, we all want to do good but can often feel paralysed. Not to mention turned off by preachy messages.

Solution **The effortless and feel-good way to tackle climate change**
A distinctive brand name and identity helps ekko stand out in a sea of neo banks and apps. Not too green or worthy, we created a joyful brand that doesn't take itself too seriously.

New proposition
Where every transaction has a positive reaction

