

FairFX

Brief

To raise FairFX's brand awareness among investor audiences in the business and investment press.

Project Outcome

FairFX, which listed in 2014, is a true disruptor of the deliverable currency sector and continues to take market share from high street banks and other traditional providers. It has been achieving strong revenue growth and building a number of commercial partnerships with the top brands such as Monarch, Holiday Extras and Leicester City FC.

We dramatically increased media coverage of the company, for example in The Daily Telegraph, The Times, The Daily Mail, City A.M. and ShareRadio. FairFX has seen a measurable increase in brand awareness.

