

## “Doors”

Fidelity Wealth Management’s latest broadcast campaign highlights our advisor’s unique ability to help their clients achieve what’s important to them.

We focused on the idea of doors and what they represent. At their core, doors are the gateway to something new—moving from one environment to the next. And when it comes to Fidelity Wealth Management’s clients, they’re used to having doors opened for them. They’re used to gaining access to, and exploring, new opportunities. We know that those new experiences are an important and exciting part of their makeup. So we wanted to use the door metaphor and show how a simple conversation about financial goals and dreams can lead to fruition. Because our advisors can help clients open the doors to new possibilities.

