

“The Futureverse: Unlock your future(s)”

To introduce a younger audience to the power of small investments in a Fidelity IRA, we created “The Futureverse”, a multiverse-inspired concept where every contribution today unlocks a new possibility—or new reality—for tomorrow. With retirement far in the distance, it’s hard for young people to know what they’ll want or have a specific goal for it. This concept illustrates that saving with a Fidelity IRA isn’t about building one future, but unlocking many.

While the idea highlighted infinite possibilities, the concept and approach could easily flex from the 30 second spot to short social video—where match-cutting through a “multiverse of possibility” served as an eye-catching backdrop to deliver a simple message about contributions to your IRA.

