

# “Talk about easier investing”

1 in 3 customers will walk away from a brand they love after one bad experience. So Fidelity launched a refreshed trading app, to give people something they'd stick around for, and something they'd want to talk about as well.

The “Talk About Easier Investing” campaign showcases exactly how confident investors feel after trading with Fidelity's app – confident enough to explain investing to someone else, or in this case, themselves.

