

Quicken[®]

PONY



Quicken has been helping customers lead confident financial lives for over 40 years — they were fintech before fintech was cool. For the national TV campaign launching their refreshed brand, we partnered with Quicken to communicate a simple message (Quicken helps you reach your money goals) in an unexpected way (that goal happens to be a pony named Mr. Sparkles). With quirky humor, the spot broke through in the category Quicken pioneered.