

Real opportunities, in real-time

How Bank of America went from marketing messenger to branded journalist—and became a news source followers could depend on.

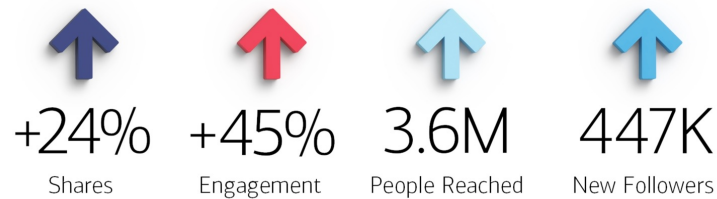
ISSUE

Across the news cycle, alarming buzzwords paired with questionable insights have made following the economy more confusing. Bank of America has authority in tracking the economy, but their social presence hadn't been focused on guiding users through real-time economic issues and turbulence.

SOLUTION

We set out to transform their social feed from expected marketing to economic journalism, and created a real-time model that could mine through current news and data and distill it into a stream of social-first reporting. To pull in our followers even more, we paired that data with sophisticated, clean visuals that tell a story you could share.

RESULTS



BANK OF AMERICA 

