



SPECIALISTS NEED SPECIALISTS, TOO.

Sourdough bakers have an obsession with making delicious bread. And financial professionals who earn specialized designations are just as obsessed—but their obsession is gaining the skills that make them the perfect specialist for someone whose financial needs are as particular as a starter.

The American College of Financial Services offers financial professional designations, and they needed a way to elevate those designations—both for the professionals who earn them and the clients who hire them. Our aim was to elevate the awareness of these financial professional designations and honor the specialization (and sometimes obsession) that goes behind them.

Specialists Need Specialists is a campaign created for The American College of Financial Services to honor not only the complexity of financial decision-making, but the equally nuanced lives of the people making them. The work invites audiences to pause, reflect and reconsider what specialized financial expertise truly means.

To stand out in a crowded and often self-serious financial services category, the campaign leans into playfully intelligent metaphors that underscore the value of working with a financial professional whose designations align with an individual's specific needs. Each execution draws a parallel between the discipline required to master a niche craft and the focus, rigor and commitment required to earn specialized designations through The American College of Financial Services.

By celebrating mastery in both personal pursuits and professional expertise, the campaign humanizes a category that frequently defaults to abstraction and jargon. The tone is warm, witty and relatable, acknowledging that finance is not just about numbers, but about people, priorities and the paths they choose.

During this 12-week campaign we were able to achieve a 132% lift in site traffic vs the established baseline, making The College's first-ever consumer awareness campaign a success.

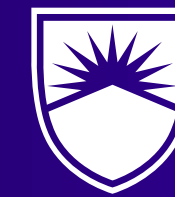
At its core, Specialists Need Specialists reinforces a simple truth: when financial decisions are personal, the expertise guiding them should be, too.





SPECIALISTS NEED SPECIALISTS, TOO.

You've spent years perfecting your sourdough. It's time to make sure your retirement savings rise to the occasion. Find a financial specialist with the right designation for your needs at YourAdvisorGuide.com.



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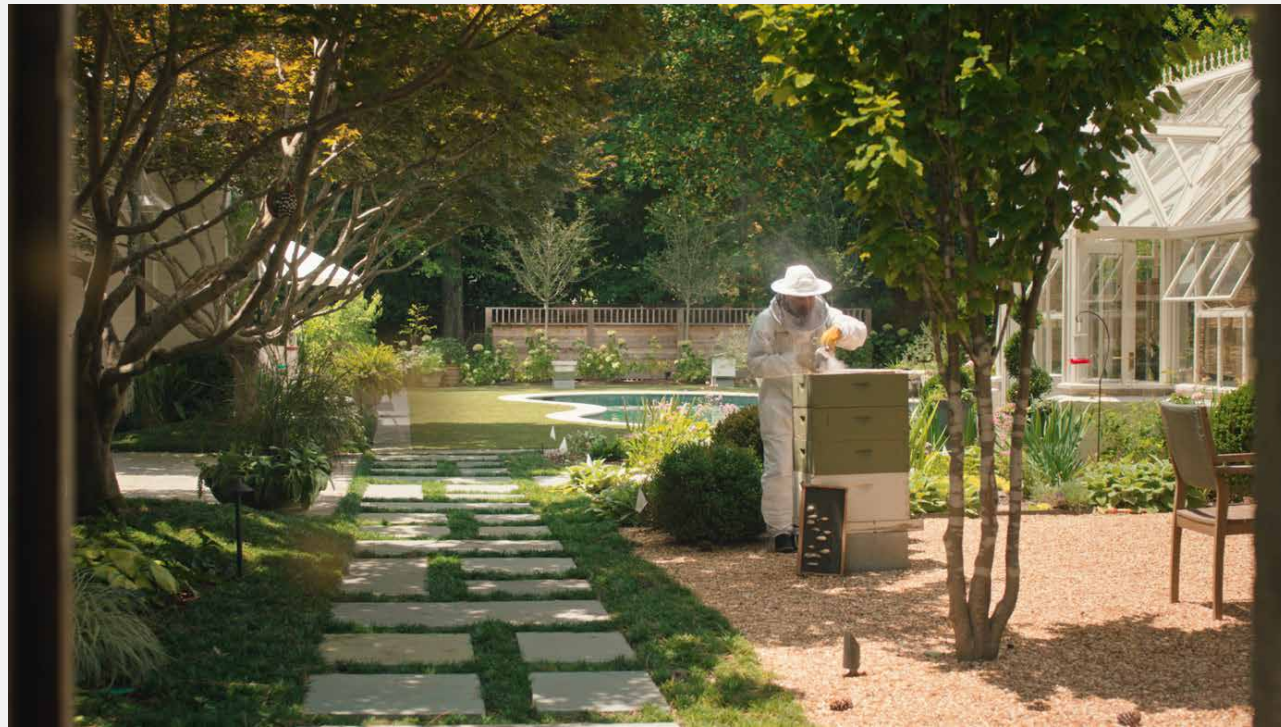
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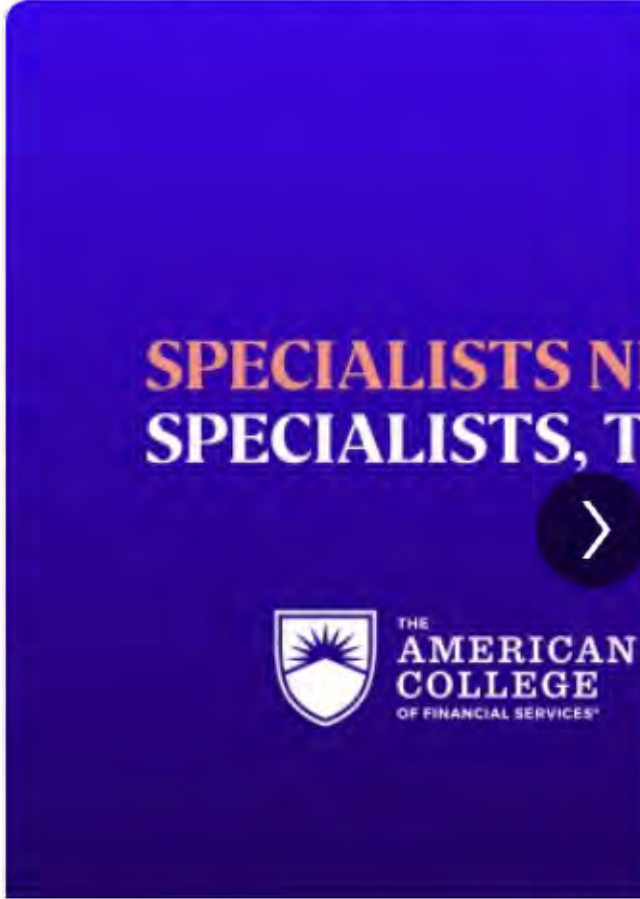

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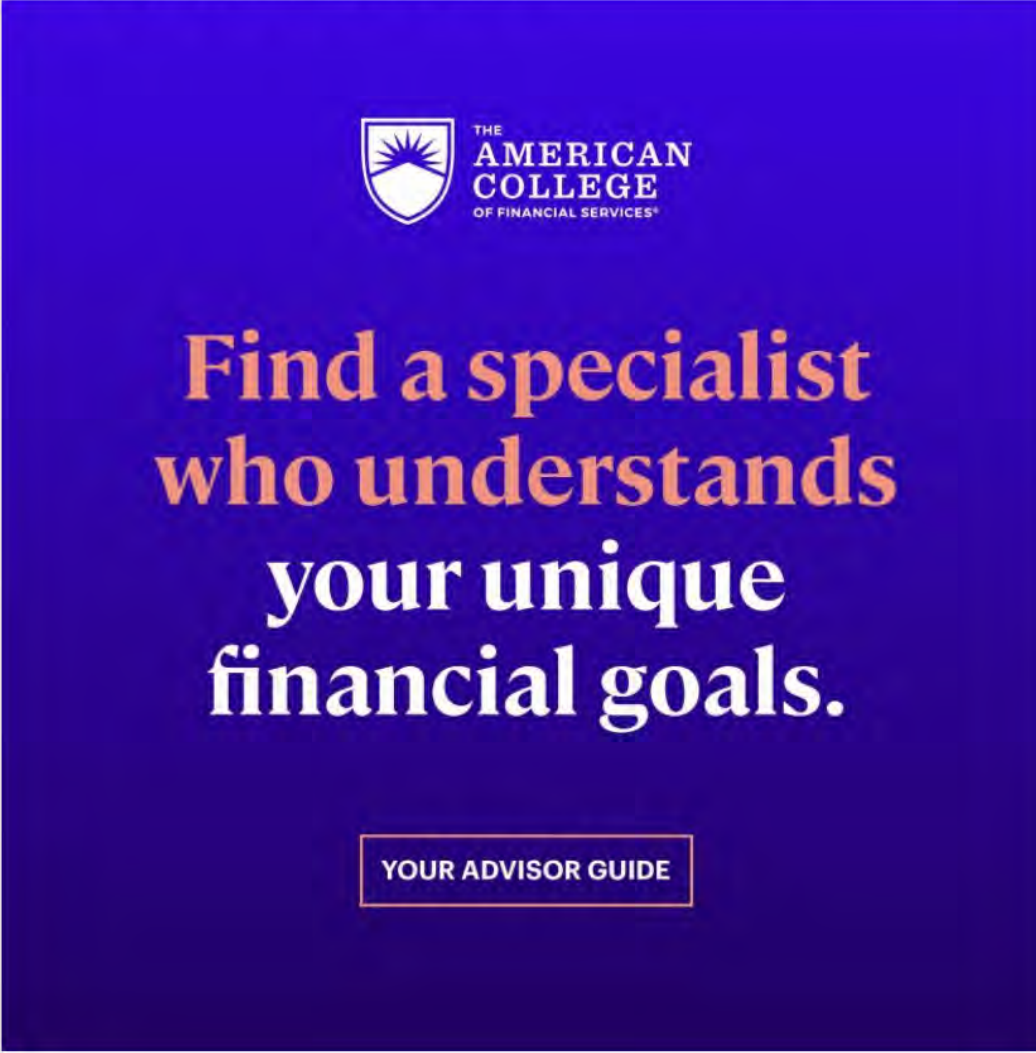
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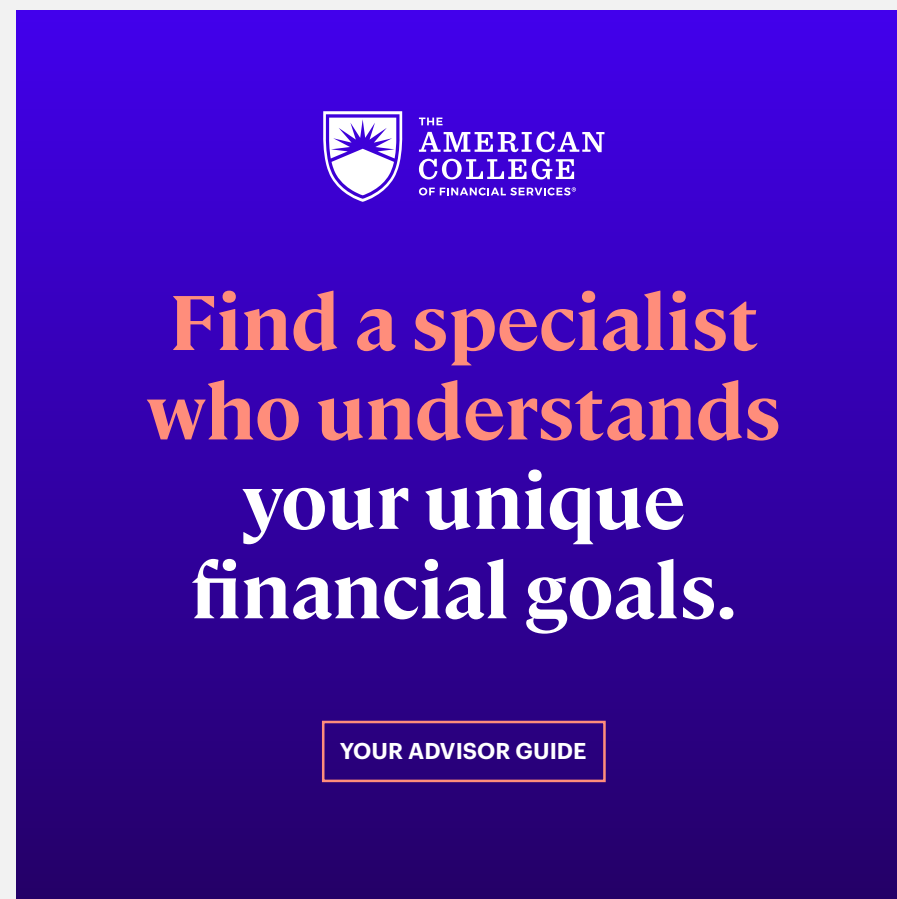
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