



CLIENT CASE STUDY

ACORNS

Build national awareness of the newest consumer fintech company while establishing a new category.

Goal

Launch a new product in a relatively unknown space fraught with uncertainty and fear.

Strategy

Develop messaging that caters to the fintech and consumer audience and builds trust in the brand and product. Leverage announcements to keep steady cadence of coverage in business, tech and finance publications and generate new users.

Results

BPR secured top tier technology, fintech and business press coverage for Acorns around launch, and sustained coverage post-launch in Q4 (63 pieces of coverage).

Press Articles



[Build an investment portfolio, one dime at a time](#)



[Acorns Is A Micro-Investment App That Does All The Thinking For You](#)



[Every Time You Buy Something, This App Invests a Few Pennies on Wall Street](#)



[Turn spare change into big bucks](#)