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Poster – Marketing Strategy Pitch

Term 1



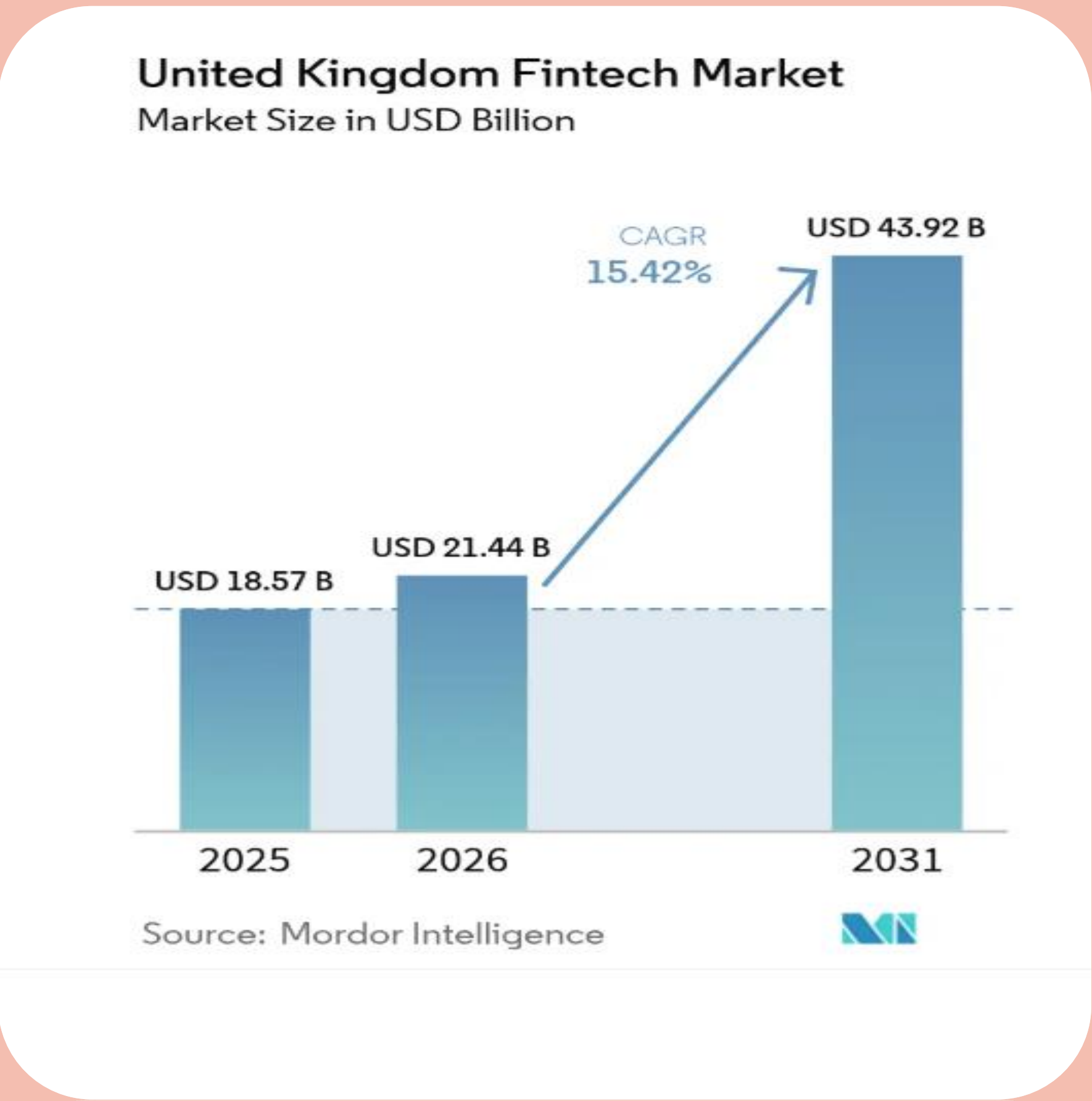
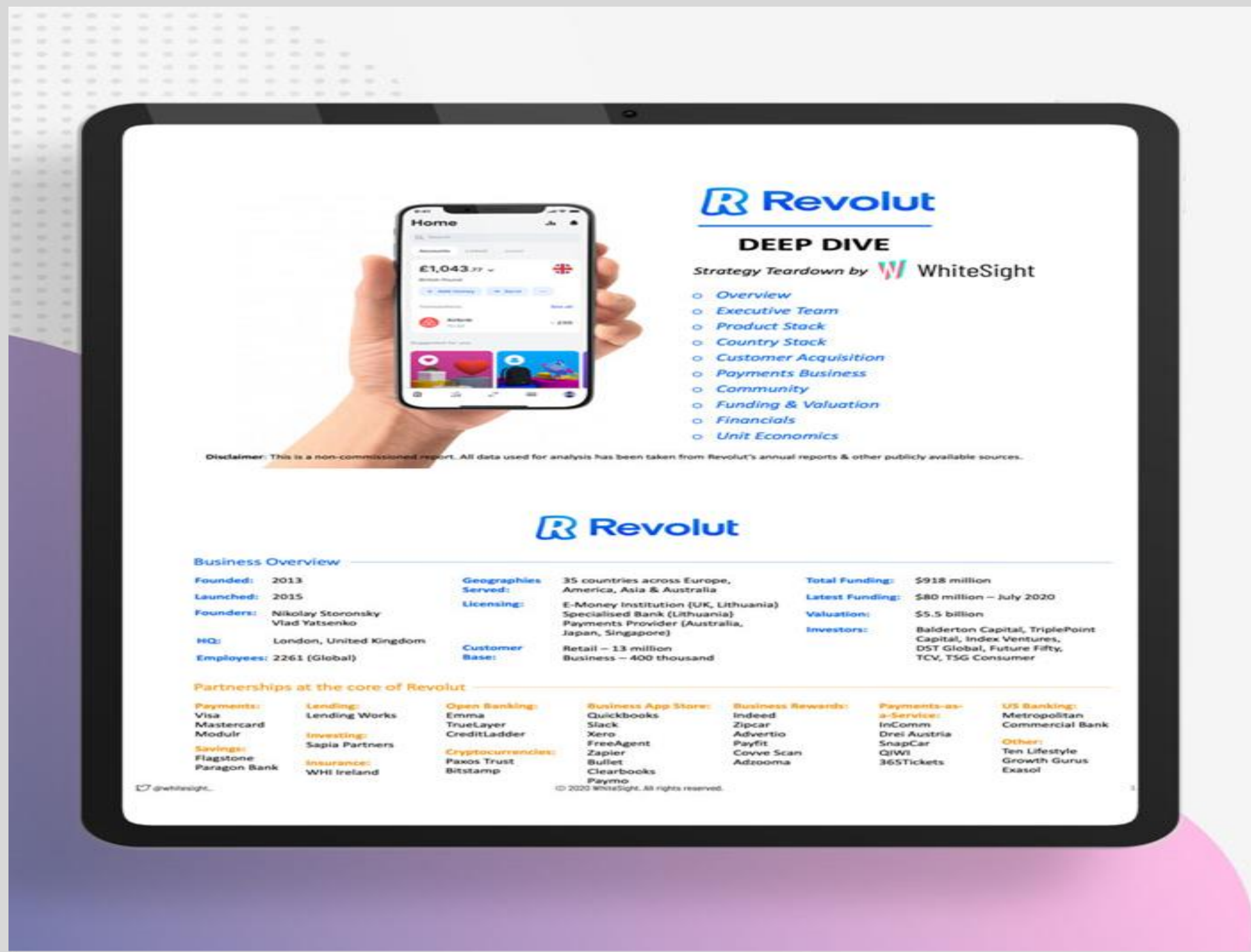
Revolut “Smart Financial Wellness Ecosystem”

INTRODUCTION

The following poster suggests a strategic brand expansion of Revolut, a UK-based digital financial technologies and banking company. The extension is a reaction to growing consumer demands to whole financial management solutions which combine spending, saving, and investing, as well as financial wellbeing in a single platform.

BRAND EXTENSION

The Revolut Smart Financial Wellness Ecosystem suggested suggests the incorporation of AI-powered budgeting software, intelligent financial coaching, credit health, and behavioural insights into the already existing application (Revolut, 2024). This will turn Revolut into a full-fledged financial wellbeing platform, as well as improving user engagement and lifetime value. The model facilitates revenue growth in form of subscriptions. Nonetheless, some issues will involve regulatory attention, data privacy, and there may be a problem of lack of trust when it comes to dealing with sensitive financial information.



BRAND EXTENSION AND CURRENT TRENDS

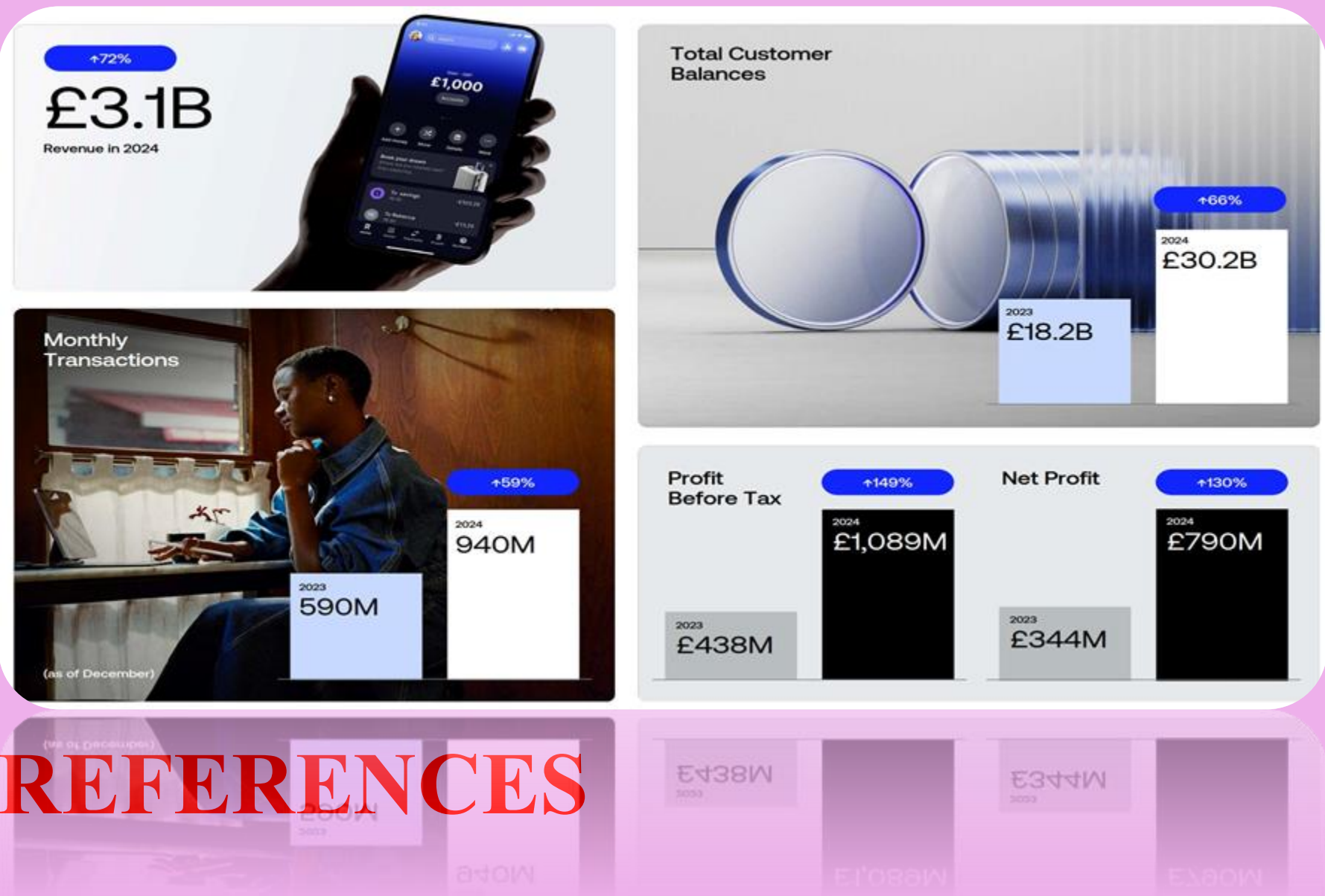
UK fintech market continues to be one of the leading financial technology markets in the world that only sit second to the United States and is the central figure in Europe. On the global investment front, the volatility that characterized the industry over the past few years has not affected the industry, instead industry revenues are projected to be £34.7 billion by the close of the 2025-26 period which is a huge contribution to the national economy (Mordor Intelligence, 2024). Approximately 78 percent of all adults in the United Kingdom now access the services of a digital bank (UXDA, 2025). Moreover, money pressure is on the increase with more than 60 out of 100 UK customers willing to get improved financial management products. These trends point towards high need of overall financial wellness solutions which are not just ordinary banking services.

BRAND EXTENSION AND SUSTAINABILITY

The ecosystem facilitates financial sustainability through responsible expenditure, better savings behaviour and financial resilience in the long run. Digital-first services also save physical resource consumption.

CONCLUSION

The extension makes Revolut a pioneer in fintech innovation of the next generation, and increases its competitive edge as well as providing more customer value in a more digital financial environment.



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