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# BRAND EXTENSION: REVOLUT GREEN

## Introduction:

A strategy concerning marketing has been proposed for Revolut Green. The development of the brand is particularly focused for the purpose of growth of the business. Brand extension means the development of a product on the basis of a new brand name and new brand category.



### Introduction to Revolut:

Revolut is a large company that deals with financial technology to provide a digital-first super application of banking which helps users tackle financial activities, investments, and payments effortlessly (Revolut, 2026). Built on AI-powered insights, data analytics, and advanced APIs, Revolut has placed itself as a game-changer in the industry concerning international financial technology.



### Emerging trend that makes the brand extension (Revolut Green) appealing to the current market:

A main emerging trend shaping the market in the UK is the increase of climate consciousness and awareness in consumerism, specifically among Millennials and Gen Zs (Wood, 2022).



Consumers progressively need financial services that align or adjust with their environmental values, along with the growth of options like digital banking and ESG investing. This presents a good opportunity for Revolut Green, which is an extension focused on sustainability that combines green investments, eco-rewards, and carbon tracking into the daily operations concerning financial decision-making.

# 13 CLIMATE ACTION



## Overview of the way Revolut Green aligns with sustainability goals

Revolut Green aligns with the international goals of sustainability (SDG 13: Climate Action) closely by promoting its users to lessen their carbon footprint, facilitating a business that is responsible towards the environment. Therefore, it will encourage impact-oriented, clear investing. Features like auto-offsetting and carbon tracking will nurture change in behaviour, while options of green investment will contribute towards impact on the environment in the long run.

## Conclusion:

Revolut Green will leverage sustainability and technology to meet the rising expectations of consumers, placing the brand as a leader which thinks for the future regarding financial technology.

## References:

Revolut, (2026). *We change the way you do money*. Available at: <https://www.revolut.com/about/> (Accessed: 27 March 2026)

Wood, J. (2026). *Gen Z cares about sustainability more than anyone else – and is starting to make others feel the same*. Available at: <https://www.weforum.org/stories/2022/03/generation-z-sustainability-lifestyle-buying-decisions/#:~:text=Choosing%20a%20sustainable%20lifestyle,And%20change%20is%20happening.&text=Saying%20no%20to%20single%20Duse,What%20is%20a%20circular%20economy?&text=Just%20over%20a%20third%20of,poor%20ethical%20or%20sustainability%20values>. (Accessed: 27 March 2026)