



Sold Original Content

\*Links in deck are live\*

# Internal Debate

## Strategy

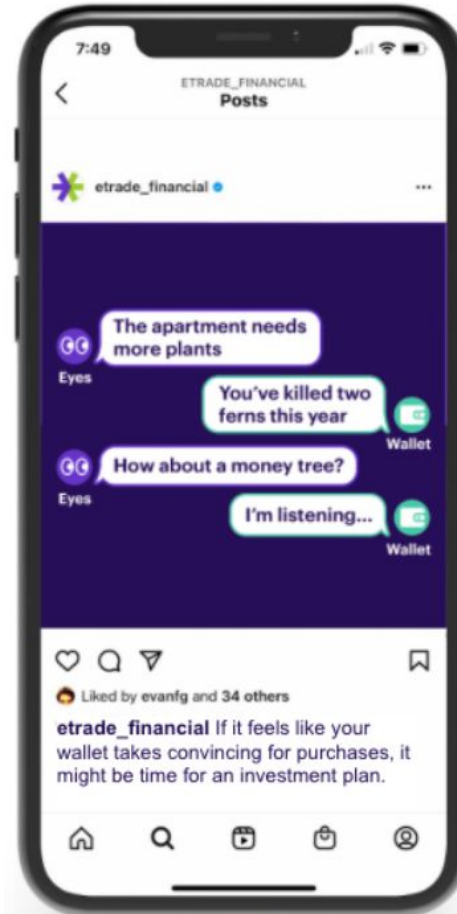
Text notifications are a popular content format on Instagram and an easy for consumers to read and digest information in a conversational way. We'll leverage the format to showcase the internal debate a person can have when it comes to financial decisions.

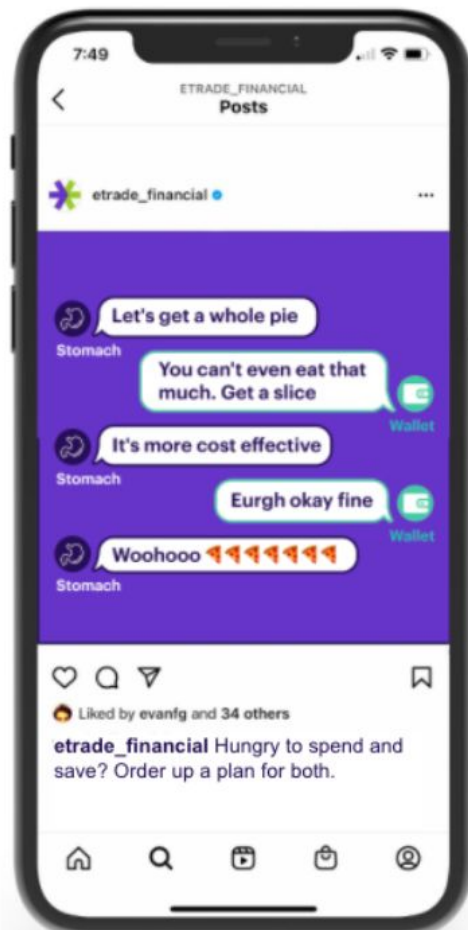
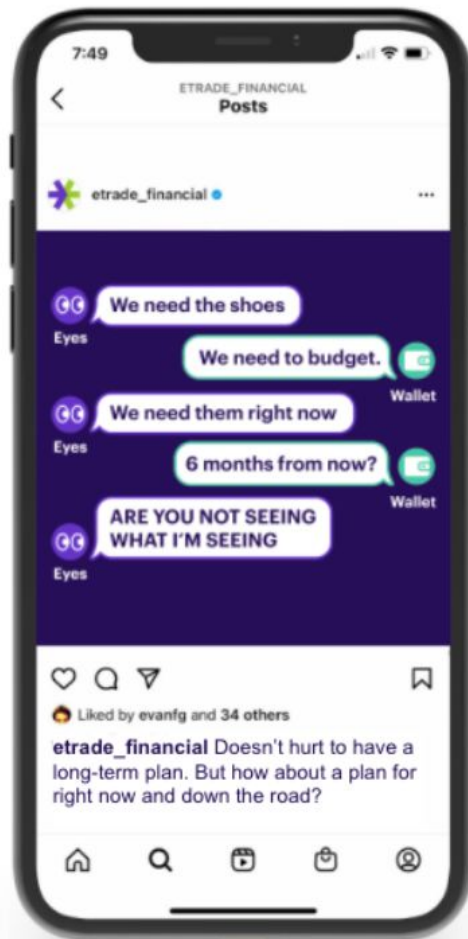
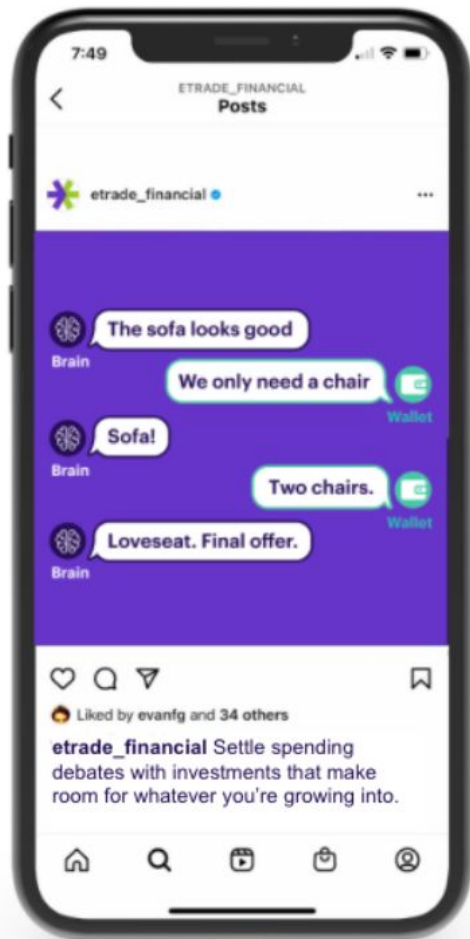
## E\*TRADE's Role

Using the recognizable text notification format to bring the internal debate to life, we'll highlight a financial decision and offer a financial tip or reassurance. In our executions, we show the debates between your eyes, brain, stomach and wallet.

## HASHTAGS

#InternalDebate #ETRADE #MyPriorities  
#Finances #MoneyGoals #Money #Budgeting

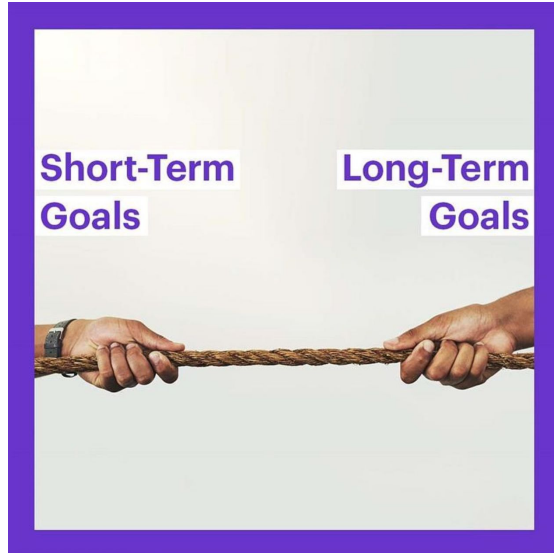






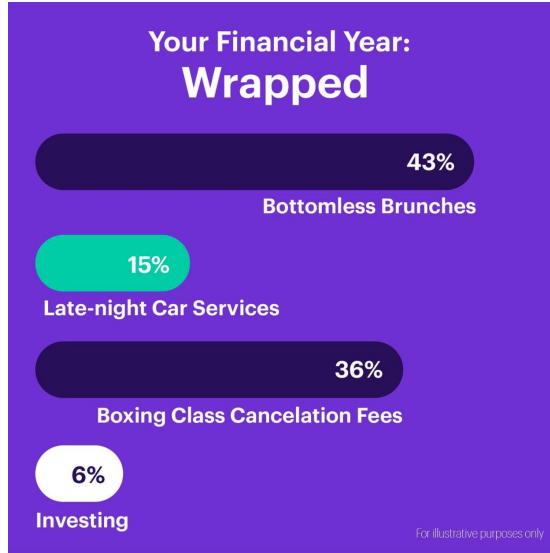
Sold Original Reactive Content

### Short-Term vs. Long-Term



Based on a tug-of-war-based episode from hit Netflix series, ***Squid Game***.

### Financial Year: Wrapped



Based on Spotify's annual **"Wrapped"** list, which details users' most streamed songs of that year

### Financial Wordle



Based on the hit online world puzzle game, ***Wordle***.



from Morgan Stanley

# E\*TRADE's "Return of the Baby" Super Bowl Commercial

## YouTube



### E\*TRADE Commercial – E\*TRADE Baby “Off The Grid”

473K views • 4 months ago



E\*TRADE from Morgan Stanley

When the E\*TRADE baby finds out about the state of personal finances, he realizes retirement will have to wait.

## Twitter



## Facebook









**Ricard Valero** • 2nd

Executive Creative Director at MullenLowe U.S.  
10mo • 🌐

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The E\*TRADE baby came back and rode a helicopter straight into the Ad Meter top 10. Congrats to a great team. [Rich Singer](#), [Zack Menna](#), [Rebekah Pagis](#), [Jonathan Gadd](#), [Ryan Maheu](#), [Andrea Zaretsky](#), [Dawn Burke](#), [Natalie Labuda](#), [Victoria Aldrich](#), [Dan Pappas](#), [Colin Frawley](#), [Lee Newman](#), [Hunter Kelly](#), [Tim Vaccarino](#), [Renato P. Barbosa](#), [Jamie Cuthbertson](#), [Kelly Fredrickson](#), [jacob vogt](#), [Lisa Gatto Setten](#), [Gillian Blain](#), [Leslie Anokye](#), [Haley Muratore](#), [Mitchell Wilson](#), [Katie Hanson](#), [Olivia Scala](#), [Rolando Leal](#), [Lu Borges](#), [Randy Krallman](#), [SMUGGLER](#), [The Mill](#), [Heard City](#) [#mullenloweNY](#)



E\*Trade Baby Returns in New 2022 Super Bowl Commercial: 'I'll Get My Onesies'

people.com • 2 min read



**Mitchell Wilson** • 2nd

Global Brand Marketing at BlackRock  
9mo • 🌐

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He's back, baby!!! So proud to be a part of this team of amazing talents. The legend is back where he belongs. Congrats to all! [#superbowl2022](#) [#etradebaby](#) [#mullenloweNY](#)

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