



“IT TAKES 20 YEARS TO BUILD A REPUTATION AND 5 MINUTES TO RUIN IT. THINK ABOUT THAT AND YOU’LL DO THINGS DIFFERENTLY.”

– Warren Buffett, Berkshire Hathaway

PROTRADE FINANCIAL GROUP

Winning clients with no bull.

Protrade is a direct access trading broker-dealer built upon the extensive experience of a full-service market trading firm, including a daily presence on the New York Stock Exchange.

We launched an integrated marketing campaign featuring new branding that leverages the strength and positive associations to the Bull symbol with the tagline, “Informed Investors Win.”

TACTICS

- > Research
- > Marketing
- > Branding
- > Print
- > Interactive