

Janus Henderson Investors



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We brought the emotion of market uncertainty to life to present JHI's focus strategies in a solutions-oriented manner.

Uncertainty is a normal part of investing, but recently geopolitical tensions, disruptive technology and global sustainability issues have converged to create an unprecedented level of uncertainty among investors. We helped Janus Henderson Investors create this campaign as part of a push towards a more evergreen "framework" approach that presents their focus strategies in a solutions-oriented manner.

JHI is unique in the industry. Their marketing team operates a newsroom-like approach to assessing market drivers and draws on the insights of their investment professionals. We brought the

emotion of market uncertainty to life through their website pages and video (longer-form) and digital ads (short-form).

Our Uncertainty ads feature a tunnel with bright light at the end, signifying that, despite twists, turns and feeling "in the dark," there are opportunities to be found and a proverbial light at the end of the tunnel provides a hopeful feeling. The tagline ("Abandon Your Doubts, Not Your Goals") encourages clients to remain focused, stay invested and not lose sight of long-term goals. The video we wrote also uses the tunnel imagery to creatively visualize JHI's belief that "with the right perspective, we think it's possible to look past uncertainty and successfully navigate change."

