

# **Yield of Dreams – Branding Pivot**

Charlie Epstein needed to transform himself from a nationally known 401(k) financial advisor and retirement planner into the world's first Financial Entertainment Actor/Comedian.

We needed to leverage his superpowers, show others how to remove the pain associated with money and find the path to affording the lifestyle they desire.

Although he's been very successful in his business, Epstein has always wanted to be an entertainer at his core.

Earlier in his career, he performed live theater, stand-up, improv, and brainstormed making money funny. He intended to make financial entertainment impactful by sharing his journey with millions of people so they could actualize their big dreams instead of holding back.

## **The Challenge**

One of our former relationships, Nick Nanton, was already working with the animation side of our business, Food Fight Studios. He referred Epstein to us when he was hired to complete the Charlie Epstein documentary.

His pivot to financial entertainment was new and hadn't been done before. The biggest problem was staying consistent; he still had his old logo and messaging for 401K financial services. He also needed a simple breakdown of his story to reach his audience effectively.

## **The Solution**

Existing branding or proof of concept doesn't always have to

be scrapped. You just have to know how to refresh and update your brand strategically. It's called a rebrand ;).

You can't effectively approach building a brand without maintaining consistency as you extend your branding to every part of your business. The best way to build a brand starts with establishing what that consistency will look like and the feeling you want it to evoke. So we strategized and executed ways to ensure his brand stayed consistent.

Charlie and his business tried to force a logo and tagline using legacy copy to put his Yield of Dreams brand concept together. However, his audience was new, and he wasn't staying consistent as his brand was pivoting. It's hard to do! So we held a workshop for him and his team. We brainstormed strategic ideas, helped him understand his new audience and ran through the story brand exercise. This yielded incredible results, including a tune-up to the tagline, brand positioning, and the strategic direction of "Baseball Biased" visual look & feel.

## **But wait, there's more!**

Not only did we complete the rebranding for Yield of Dreams.

We also strategized, developed, and deployed a brand new website (YieldofDreams.Live). And a Progressive Web App (PWA) as a tool for Charlie's live performances. Emmy award-winning director Jon Briggs directed the stage graphics for the live shows and the critical animations in the Yield of Dreams documentary and the rebrand.