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Safello Launches “Make Crypto Boring” – Its First Ever Advertising Campaign

Today, Sweden's leading cryptocurrency brokerage Safello launches its first advertising campaign “Make Crypto Boring”, which is also the first major consumer campaign in the category in Sweden. With the initiative, Safello hopes to build credibility for the category as well as generate curiosity for crypto economics in a broader target group. During the campaign period, transaction fees for the most popular payment methods are also reduced to 3.5%*.

Stockholm, 18 October 2021 | Swedish fintech company [Safello](#) is today going live with its first big consumer campaign "Make Crypto Boring" which has been produced together with the creative agency Animal and the ARC network. The purpose of the campaign is to create awareness and credibility for the category in a creative way, and at the same time establish the brand in a wider target group.

With over 213,000** registered users, Safello is today the leading crypto broker in the Swedish market and has been registered at Finansinspektionen (Swedish FSA) since 2013.

“We are very happy and proud to be able to launch the first broad campaign on the Swedish market for crypto trading. Being first with something always comes with challenges, and in this particular case there are several. We need to drive the category as a whole forward and at the same time establish the Safello brand and clarify our position as the credible player in the market,” says Karl Garberg, CMO at Safello.

“Together with Animal and the ARC network, we have developed a campaign where we succeed in establishing credibility in a creative manner. Funny enough, for those of us who work in a completely digital industry, the idea worked best in offline channels and in print. A collision between worlds that hopefully also creates attention,” Karl continues.

The campaign is part of a larger brand-building strategy and consists of both tactical and engaging brand-awareness ads. The campaign goes live today and can for five weeks be seen in a number of places outdoors in Stockholm as well as in print and digital media. During the campaign period Safello lowers the transaction fees for purchases to 3.5% (from 4-5%) and the minimum fee to 25 SEK (from 35 SEK) in the mobile app and logged-in on the web to enable more people to buy and sell cryptocurrencies in a simple and secure way.

The campaign will be live between 18 October - 21 November, 2021.

Working group

Safello:

Karl Garberg, CMO

Philip Bratt, Brand Designer

Evelina Appelskog, PR & Communications Manager

Niklas Lundbäck, CPO

Frank Schuil, CEO

Animal:

Herman Vieweg, CD

Lars Staffas, Account Director

Gustav Lindberg, copywriter

Jakob Eriksson, AD

Cornelia Röstlund, Production Manager

Simon Åslund, Content Designer

Keybroker:

Lars Ohlson, Media advisor

**The full price list can be found on safello.com/fees*

***As of 30 June 2021, numbers presented in the Q2 report 2021.*

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For more information, please contact

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Safello is an online cryptocurrency brokerage. Registered as a financial institution with Finansinspektionen (Swedish FSA), Safello offers a secure way to buy and sell crypto, in seamless transactions at industry-leading speeds. Partners integrate Safello's brokerage solution to their web and mobile applications. Operational since 2013 in Sweden, Safello is driving crypto adoption for users, with a safe, efficient and user-friendly platform.