



The biggest enemy of commoditized financial brands is indifference. We help our Clients defeat that indifference through ruthlessly customer-centric creative that moves people to action.

*Quick facts*

Established in 2015  
 Headquarters: Wilmington, DE  
 Woman-owned  
 Experience in B2B and B2C

TRUSTED BY

- |                   |               |             |                   |
|-------------------|---------------|-------------|-------------------|
| Wells Fargo       | Sallie Mae    | College Ave | Freedom Mortgage  |
| JPMorganChase     | USI           | One Main    | Ladder            |
| Farmers Insurance | Metromile     | CampusDoor  | 21st Century      |
| Barclaycard       | New York Life | Upromise    | Iowa Student Loan |

LEADERSHIP

- |   |  |
|---|--|
| <b>Shannon Stevens</b><br>Partner, Chief Creative Officer | <b>Jason Termini</b><br>Creative Director                  |
| <b>Katy Thorbahn</b><br>Partner, President/CEO            | <b>Bryn Fetrow</b><br>Director of Operations               |
| <b>Joe Johnson</b><br>Director of Strategy                | <b>John Avondolio</b><br>Chief Strategy Officer (emeritus) |

SERVICES

- Strategic frameworks**  
 Digital audits  
 Target state visions  
 Digital experience audits  
 Digital playbooks  
 Primary research  
 Usability testing  
 Sales frameworks  
 The Big Think<sup>SM</sup>
- Visual and content**  
 Applications  
 Banner ads  
 Branding  
 Brand guidelines  
 Collateral  
 Corporate identity  
 Direct mail  
 Emails  
 Integrated campaigns  
 Interactive tools  
 Landing pages  
 Long form content  
 Out of home  
 Mobile apps  
 Packaging  
 Photography  
 Presentations  
 Print ads  
 Social media  
 Tradeshow booths  
 Videos (long and short)  
 Visual design systems  
 Websites

Ready to breakthrough your audience's indifference?

*Connect with us!* → [connect@shiny.agency](mailto:connect@shiny.agency)

RECOGNIZED BY

