

New Partnership ~ Agency x Via Financial Group

Agency Aligns with Impact Investment Sector to Grow Australia's Ethical Investments

Byron Bay, NSW: Agency today announced a new partnership with Via Financial Group. This partnership will help Via to provide financial freedom to more Australian's while investing in green & ethical businesses & increasing their positive impact

"Via Financial Group sings from the same songbook as Agency. We're both vested in helping conscious consumers vote with their dollars for the World they want to live in," says Nicholas Mason, Director at Agency.

"It's difficult to think of an opportunity to create greater impact, at scale, than within the impact investment space. Building this upon their already excellent service model, VIA is exactly the kind of client we set out to empower."

~ Todd Sotheren, Director at Agency

"We recently engaged Nick and Todd from Agency Byron to review our businesses brand's messaging as we wanted to make sure it aligned with our values. As their business is underpinned with similar values they understood our specific goal for the project. They took us through their clear and transparent process and we could not be happier with the outcome. I would have no hesitation to recommended Agency Byron, and we are looking forward to working closely with them in the future" says Peter Kirby, Director at Via Financial Group.

The benefits of this new partnership include:

- A clear marketing strategy for resonating with the 8% of the investor market Via has identified as ideal customers
- Website copy written in accordance with archetypes
- Alignment of core values, infused through marketing collateral

About Agency (Byron): Is a marketing agency & consultancy with an objective point of difference. We must. We're creating advertising messages for a world that hates advertising. Our ethos & tagline "Don't be a Can't" keeps us focussed on aligning mindful purchase decisions with our client's bottom line.

Recently partnering with brands in the impact investment, health & sustainable fashion sectors; Agency is built for the next economy

About Via Financial Group: Founded in 2017, & with offices in Sydney, Byron Bay & the Gold Coast, Via believes What Matters most in life is not the things we have, but the things we are able to do. Helping their high net-worth clients build wealth passively, securely, & sustainably, with complete transparency. Managing >\$500M of investments, Via's positive impact is as robust as the financial freedom their customers enjoy.

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