

DELIVERING  
IMPACTFUL  
OPPORTUNITIES  
TO PROSHARES’  
INVESTORS

2 MIN READ | CASE STUDY



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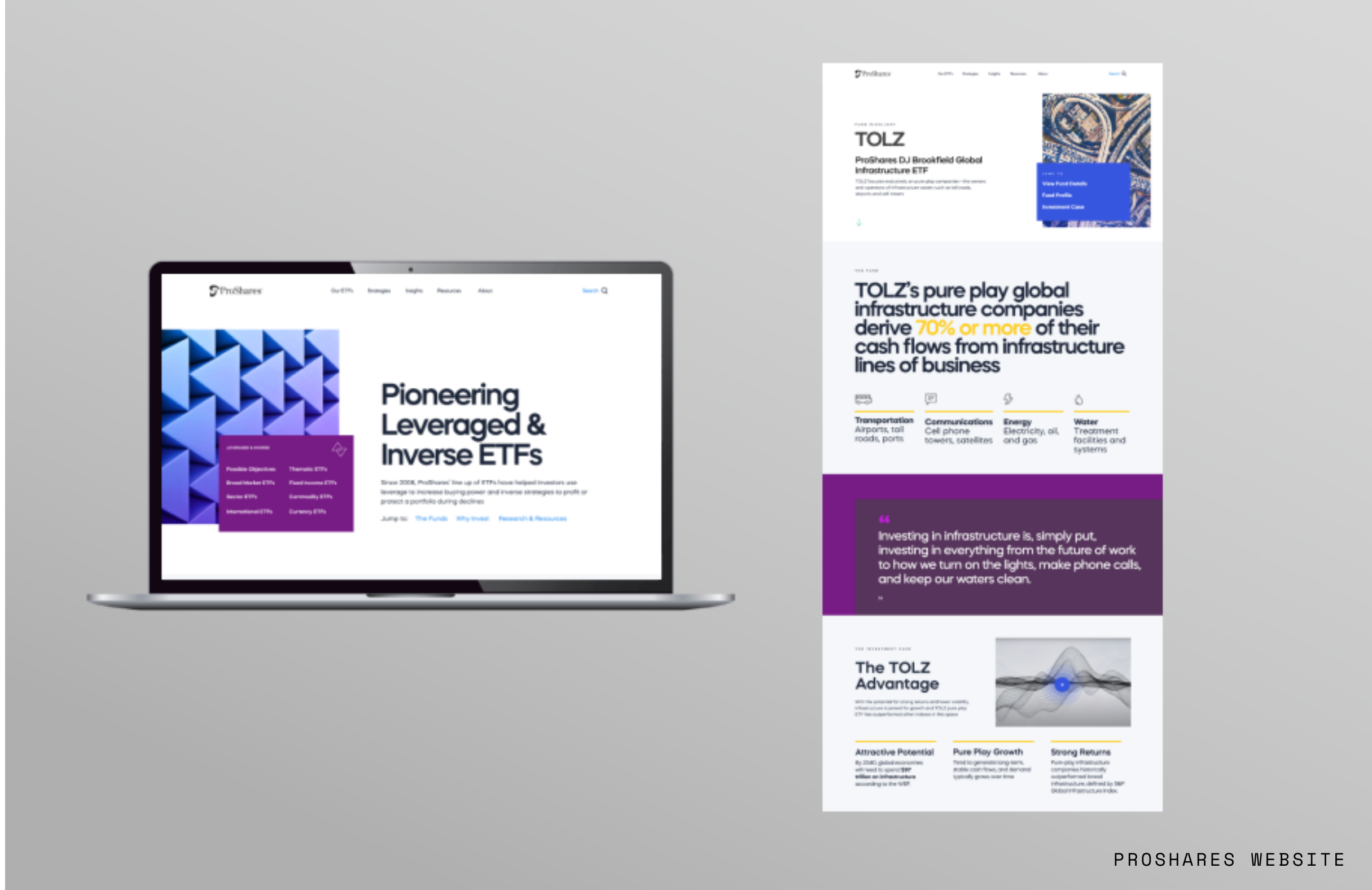
01

UNCOVERING THE  
PROSHARES STORY

Leading financial services company Proshares offers a range of exchange-traded funds (ETFs) and investment products to some of the most sophisticated investors in the world. When ProShares approached SJR in 2020, the company already had a strong reputation, including deep industry expertise and creative investment strategies. ProShares managed over \$60B in combined assets and offered more than 140 distinct products to investors, including leveraged and inverse ETFs.

However, in their marketing, ProShares still had room to show how they were delivering new opportunities to investors looking for novel pathways to portfolio expansion.

To stay on top of the industry that they helped define, ProShares needed to be more modern, targeted and content-forward in their storytelling.



02

BITO: STORMING  
THE MEDIA TO  
ENSURE RESULTS

One of the ways SJR has helped ProShares use modern storytelling and highly targeted audience messaging was in October 2021, when ProShares brought the first Bitcoin Futures Mutual Fund (BITO) and ETF to market.

For ProShares, the launch of BITO was a significant opportunity to reach investors who wanted to gain exposure to bitcoin-linked returns without having to buy and store bitcoin directly.

Across a variety of channels and platforms, SJR helped plan and create a media “blitz” to raise awareness, promote interest and drive investment. SJR created a variety of assets refined to this investor audience, including:

- Broadcast & digital videos
- Banners
- Print assets
- Out-of-home advertising

Not only did the October 2021 launch lead the business press in coverage, but on the first day of trading, ProShares’ BITO ETF accumulated over \$1B in assets under management.



SJR HELPED PROSHARES DEMONSTRATE THEIR IMPACT  
AND REACH INVESTORS WITH MODERN STORYTELLING AND  
TARGETED MESSAGING.