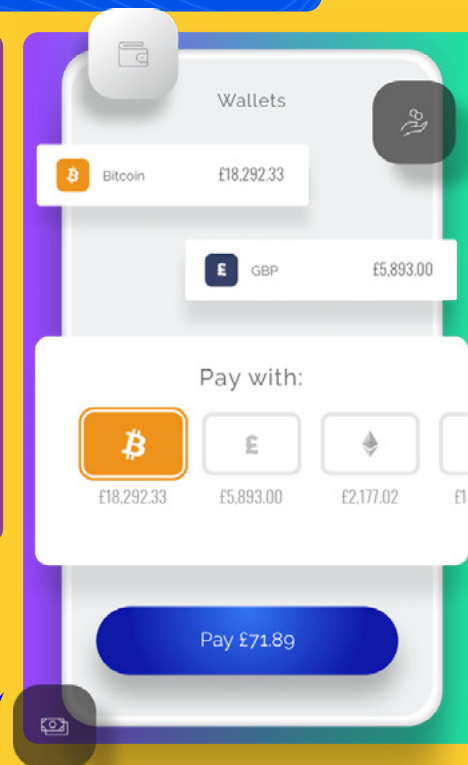
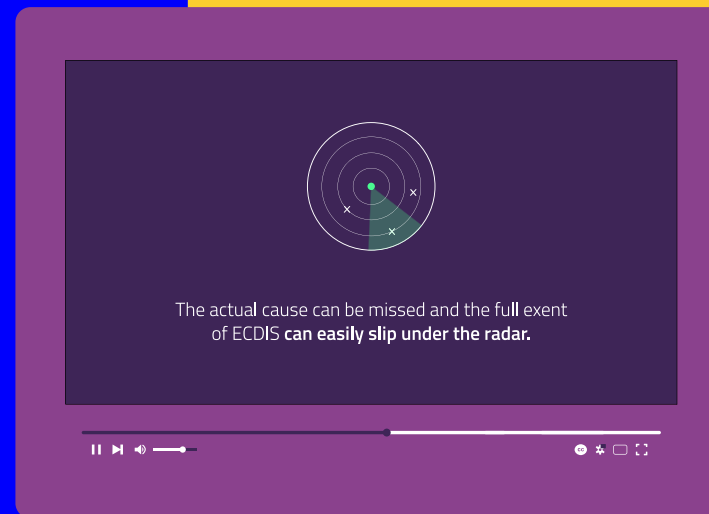
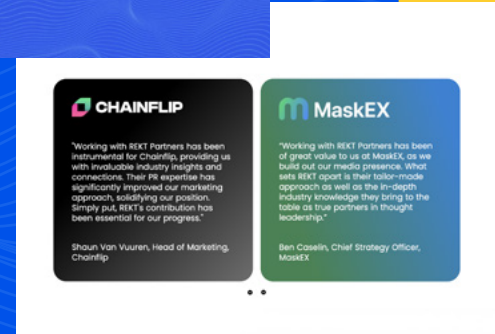
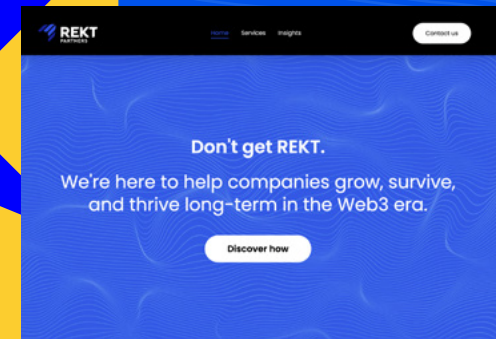


WONDROUS.

Hell yeah!

Work worth celebrating

Edition 2



In the evolving world of fintech marketing, every month brings fresh ideas and new challenges.

Our Spotlight series aims not only to showcase our work but also to inspire innovative thinking.

This month, we celebrate creativity in three distinct projects that span across branding, digital, and animation.



Sally Baker
Founder, Wondrous



New online presence for REKT Partners

REKT Partners is an international PR, reputation management, and crisis communications consultancy focused on advising organisations in the blockchain, digital assets, and fintech sectors.

With a limited existing brand in place, Wondrous took the creative lead when designing the REKT Partners website.

Key takeaways:

**Development
of brand style**

**Branded
icon set**

**Animated
backgrounds**



Issues and Crisis Management

Don't get REKT.

We're here to help companies grow, survive, and thrive long-term in the Web3 era.

Discover how

_ Our leadership

George Godsall
Founder and Managing Director

George is an international PR, reputation, and crisis management expert who launched REKT Partners to respond to the growing need for a strategic communications consultancy that truly understands the complexities and nuances of the blockchain, digital assets, and fintech sectors.

As the former Global Head of Communications for BMMX, George led the communications response when BMMX faced charges brought by the United States Commodity Futures Trading Commission and Financial Crimes Enforcement Network in October 2020, which were subsequently settled.

Get in touch

_ What our clients say

"Working with REKT Partners has been instrumental for Chainflip, providing us with invaluable industry insights and connections. Their PR expertise has significantly improved our marketing approach, solidifying our position. Simply put, REKT's contribution has been essential for our progress."

Shaun Van Vuuren, Head of Marketing, Chainflip

"Working with REKT Partners has been of great value to us at MaskEX, as we build out our media presence. What sets REKT apart is their tailor-made approach, as well as the in-depth industry knowledge they bring to the table as true partners in thought leadership."

Ben Cassell, Chief Strategy Officer, MaskEX

_ International network

REKT Partners has a formidable network of independent partners located around the world.

REKT Collective launched in February 2023, in partnership with brand communications specialist Eureka Box and Giant PR, the technology PR and marketing agency. REKT Partners also has established partnerships with regional specialists Ashbury Communications (APAC) and DUNE Communications (MENA).

REKT Collective builds on our core expertise of strategic communications and crisis management and is the perfect integrated marketing partner for Web3 campaigns.

The Collective specialises in delivering high-impact integrated campaigns for clients extremely efficiently, led by senior and highly experienced consultants, without any of the unnecessary cost and bureaucracy of the large generic consultancy networks.

_ Industry partnerships

REKT Partners' multidisciplinary network extends significantly beyond communications, and we regularly partner with and work alongside domain experts to help in specific client situations. We are also members and active participants in a number of leading industry associations.

The Predictive Web3 Risk & Intelligence Platform to aid in decision-making and planning.

Beagle Media - Factual television and film content production for creating captivating narratives.

Issues and Crisis Management

There is too often an imbalance between brand promotion and brand protection, and never has this been truer than with the Web3 and crypto sectors. REKT Partners helps clients avert unnecessary reputation crises through its tried-and-tested approach to managing risk and crisis communication. No organisation is immune to crises, but there are deliberate steps that can and should be taken to build reputation resilience. At the heart of our offer is REKT RADAR, a unique risk tracking tool that provides bespoke insights and guidance on reputation risk management for Web3 entities.

- Crisis Preparedness
- Live Crisis Management
- Litigation Communications
- REKT RADAR - Risk Tracking
- Crisis Simulation Exercises

Strategic Communications

forkastlabs

"REKT Partners were a critical partner for us as we unveiled the Forkast Labs merger and for the launch of the Forkast 500 NFT Indexes. The team worked hand-in-hand with the two merging entities, collaborating on strategy, positioning, and execution flawlessly. It was like having a natural extension of our own team."

Angie Lau, Co-Founder and CEO

Strategic Communications

REKT Partners' expertise is grounded in a passion for using earned media exposure to deliver real business impact. Clients come to us from across the blockchain, digital assets and fintech industries with a wide range of communications challenges. Whether it's helping to increase sales of a new product or service, enhancing perceptions of a company or developing relationships with key stakeholders, REKT Partners has the strategic communications capabilities to achieve clients' objectives.

- CEO and Executive Profiling
- Media Relations
- Media Training & Spokesperson Training
- Message Development and Corporate Positioning
- Paid Media
- Thought Leadership

_ Insights

October 3, 2023

REKT RADAR: A Unique Repputational Risk Planning Tool for the Web3 Space

REKT Partners is proud to unveil RADAR, our proprietary blockchain risk planning tool providing unparalleled insight into the external reputational risk environment of Web3 businesses.

Read More

September 20, 2023

Navigating the Storm: Effective Crisis Communications for Web3 Businesses

This blog explores how Web3 businesses can adopt crisis communications best practices in order to proactively manage risk and minimize reputational damage.

Read More

August 9, 2023

Supporting Investix and Finextra's Global Startup Competition

REKT Partners is proud to announce it has become a supporting partner of the Global Startup Competition being organised by Investix and Finextra. The competition.

Read More

February 20, 2023

Crypto AM shines its spotlight on REKT Partners

REKT Partners featured in the Crypto AM edition of City A.M. - London's most-read financial and business newspaper - following an interview with REKT Partners.

Read More

_ Contact us

Whether you're a business with a reputation challenge or crisis, or you want to join our international team as an employee or independent expert, we'd love to hear from you.

Get in touch

Services: Insights, Contact us

| | |
|--------------------|------------------|
| London | Hong Kong |
| 20-22 Wenlock Road | Unit 2A, 17/F |
| London | Glennville Tower |
| W1 3JG | 141 Glennville |
| United Kingdom | Central |
| | Hong Kong SAR |

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Crypto rewards from your daily spending

BXX Token is a product by Baanx whose vision is to imagine a world where you can swap crypto for free, remit across the globe for free and earn rewards.

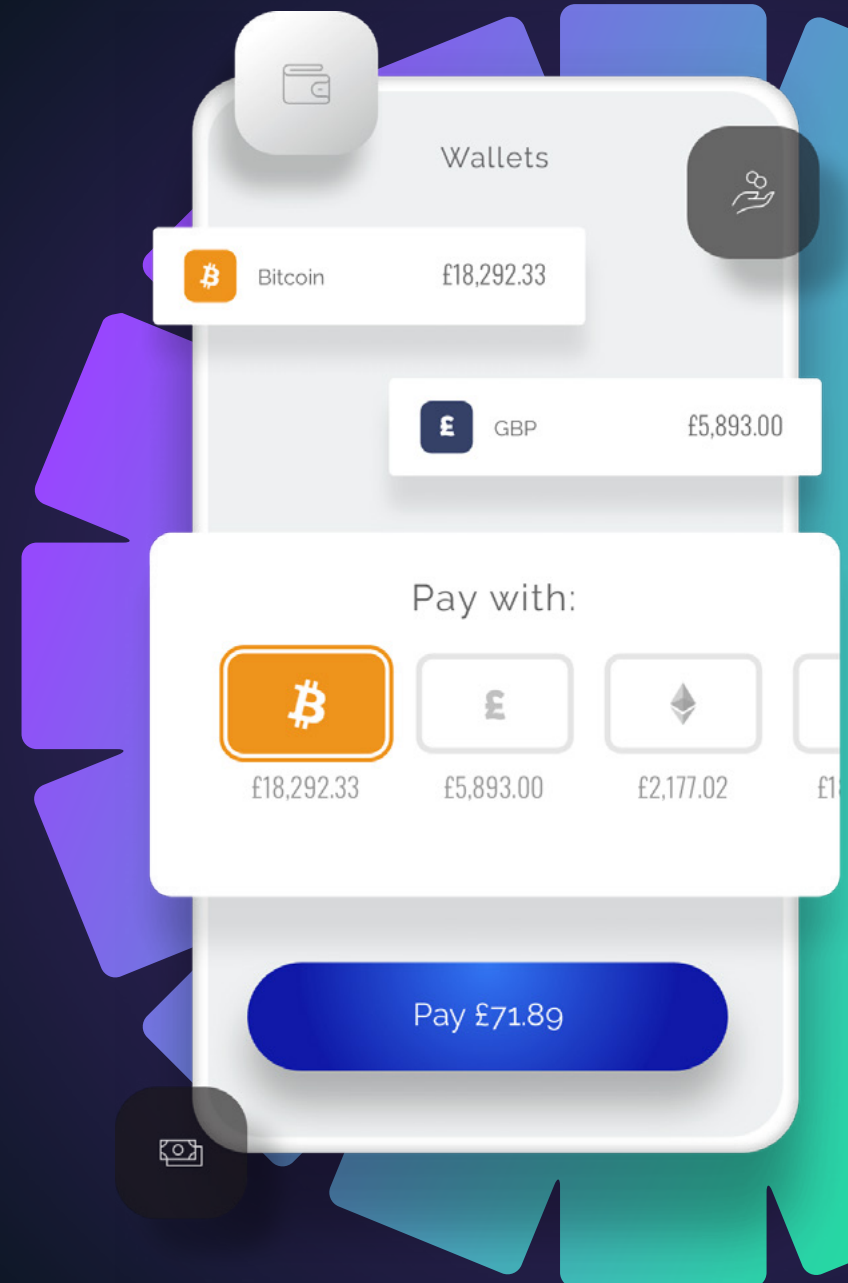
Wondrous created a new brand showcasing the flexibility of Web3 and the crypto future and representing the central focus on the Cryptocurrency industry.

Key takeaways:

**Brand
creation**

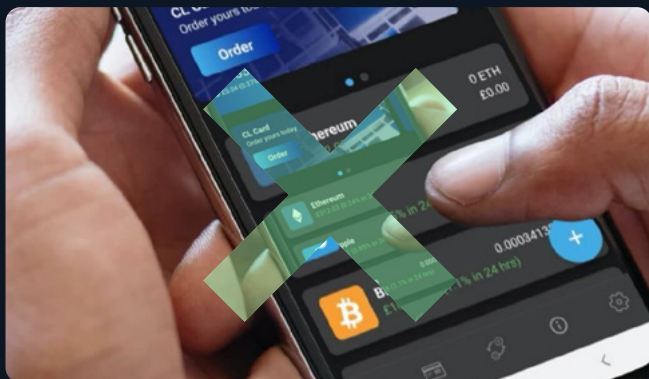
**Brand
guidelines**

**Supporting
assets**

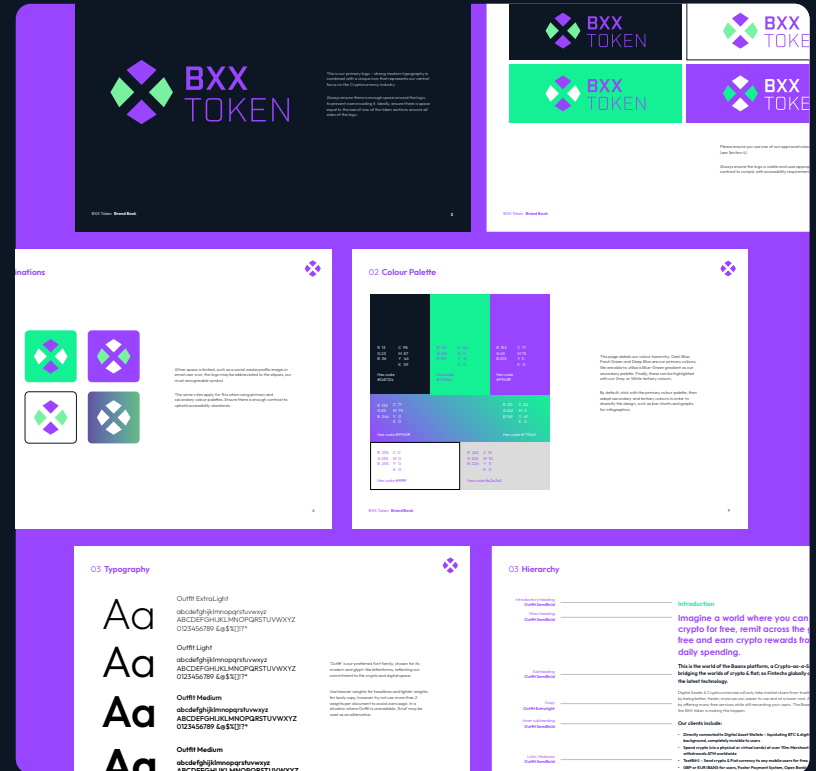




Your passport to Web3.



Change is unstoppable.



Helping ship owners identify the skills gap

NorthStandard is a leading global marine insurer and one of the largest P&I clubs in the International Group.

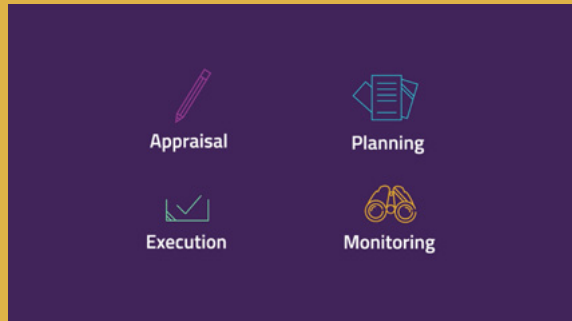
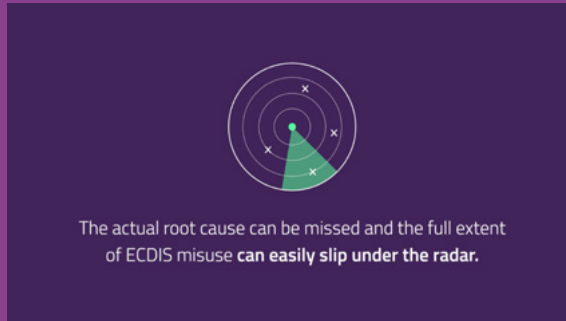
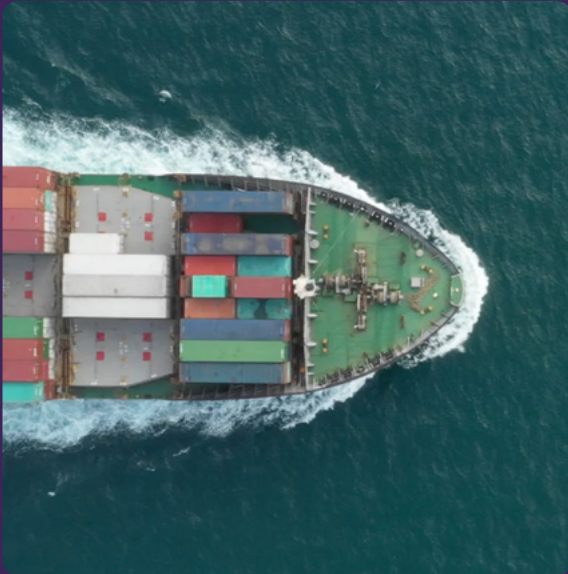
In support of a new training platform, Wondrous created a 2 minute teaser video showcasing how it will help ship owners improve the use of ECDIS and safety standards. In return, the training will reduce navigation related claims.

Key takeaways:

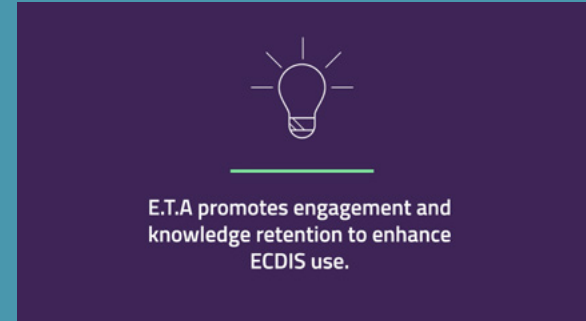
Creation of animated illustrations

Research and sourcing video footage





Watch video



Wondrous launches its inaugural B2B Fintech Marketing Landscape Survey

We recognise the challenges many fintech marketers face in ensuring the effectiveness of their lead generation efforts. With this survey, our goal is to gather insights that will culminate in a report brimming with actionable takeaways for the fintech community.

Not only that, the distinction between B2B and B2C in the industry is often blurred. Our survey not only emphasises successful strategies for B2B fintechs but also offers a benchmark to compare and align with industry best practices.



If you haven't yet had your say, complete the survey here:

<https://thisiswondrous.typeform.com/fintechsurvey>

WONDROUS.

About Wondrous.

Specialists in helping fintech marketers and founders to craft irresistible value propositions, strategic go-to-market plans, captivating campaign ideas, branding, content design and more.

Wondrous have been working with tech based companies since our start, it's what we do and know. From Fintech Unicorns to new startups we have experience and knowledge to help you grow.

Go-to-Market

Campaign ideation

Content design

Branding

Animation

Digital

For any enquiries, speak to sally.baker@thisiswondrous.co.uk

thisiswondrous.co.uk