

Platypus provides smart branding, digital, and print services to financial and professional services firms.

Brand Strategy

Positioning & Messaging
Brand Architecture
Naming & Theme Development
Logo & Brand Identity
Brand Identity Systems
Design Standards & Guidelines

Marketing Communications

Advertising
Sales Collateral
Literature Systems
Investor Communications
Campaign Development
Exhibitions & Trade Shows

Interactive Media

Digital Brand Management
Experience Design
Content Creation
Online Advertising
Social Media Marketing
Multimedia Presentations

What makes us effective: Talk, as they say, is cheap. Strip away all the cool of our industry and the sole reason we exist is to help our clients grow their business. End of story. Whether the deliverable is a brand identity, printed communication or digital experience, our work is always grounded in an understanding of the market and driven by measurable business results for our clients.

We know the financial industry.

Most agencies our size have the opportunity to work with one, maybe two iconic brands. We work with the biggest names in the financial business. We understand their complex challenges, and have the vision and experience to help position their brand differentiators.

We will connect with your audiences.

Over the last 15 years, we've gained extensive knowledge of the financial marketplace and our talent pool is built of seasoned professionals. Our clients get the creative and strategic firepower usually found in much larger agencies with greater flexibility and at a much lower cost.

Our work will create value.

Everything we do is designed to empower our clients to work efficiently, deepen customer relationships, and create momentum. We bring the intensity, entrepreneurial thinking, quick implementation, and senior-level attention that these opportunities require.

Our Clients: Our 15 year track record includes long relationships and successful programs with many of the largest and most prominent financial and professional organizations in the world.

American Independence Funds
Cambridge Investments
Capital Fulfillment Group
Caris & Company
CDS Insurance Services
Dow Jones
Eaton Vance

FTSE Group (FTSE)
Global Portfolio Advisors
IndyMac Bank
ING Funds
Ivy Funds
LPL Financial
Mercantile Bank

National Basketball Association
Nike
Success Magazine
SunAmerica
The U.S. Charitable Gift Trust
Viewpoint Investment Partners
Waddell & Reed

Leadership: Platypus is led by Mark Baldi. A 20-year financial marketing entrepreneur, Mark's experience ranges from brand strategy and creation through to implementation across all the delivery channels. Prior to founding Platypus, Mark held creative director positions at LPL Financial Services, Masterplan Creative, and SunAmerica. Mark's work has received widespread recognition from professional organizations and publications and is part of the Permanent Design Collection of the Library of Congress. Mark received dual degrees in English and Advertising from San Diego State University and is NASD Series 7 and 63 licensed.