

#StopDaylightRobbery campaign brings transparency (and chainsaws) to financial services

During a time of low returns and high market volatility, investors are particularly vulnerable to the high management fees that many local fund managers have become accustomed to charging. In order to shine a light on what financial services provider 10X Investments calls 'daylight robbery', the company partnered with advertising agency M&C Saatchi Abel to create a hard-hitting and highly visual campaign.

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