

## Platinum Seed named Brightplan's digital partner

Brightplan has named Platinum Seed as its digital partner. As part of the partnership, Platinum Seed has been tasked with designing and developing the user-experience and user interface for BrightPlan's launch website.

The South African digital creative consultancy has also been tasked with developing a go-to-market strategy for Brightplan's 'robo-advisor' AI-based application. Platinum Seed's go-to-market strategy will include product positioning, channel strategy, and nurturing campaigns.

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