“Take Back Control”: Ledger appeals to London's Canary Wharf financial community on January 31, 2020 through a digital advertising campaign

Friday 31 January, 2020

On the day the UK officially leaves the European Union, Ledger launches a DOOH (Digital Out of Home) display campaign to encourage everyone to “Take Back Control”

The long-discussed Brexit story is finally coming to a close today, the 31st of January, with the United Kingdom proceeding to leave the European Union. Boris Johnson, the British Prime Minister, has always expressed that the UK should “take back control”. During his campaign, he highlighted the financial sovereignty of the country and the need to limit its borders.

Ledger, leader in cryptocurrency security, who sold more than 1.6 million of its hardware wallets to protect your Bitcoin, eulogizes cryptocurrencies by reusing the Brexit tagline “Take Back Control.” Ledger wants to make people aware of the power of cryptocurrencies through this advertising campaign, using the hashtag **#PowerOfCrypto**. The company will also distribute some Ledger Nano S to amplify the awareness campaign.

Ledger's awareness-raising campaign will be visible on 40 DOOH billboards in Canary Wharf, London's financial district. This takes place on the symbolic day when negotiations for a trade agreement with the EU begin before the end of the year. The campaign will be particularly visible to the 120,000 people working every day in Canary Wharf.

"Brexit promised the British people that they would take back control. Cryptocurrencies such as Bitcoin can also deliver on such a strong promise. Crypto is about really taking back control, because you really own your money and you do what you want with it," commented **Pascal Gauthier, CEO of Ledger**. *"Ledger, a leader in blockchain and cryptocurrencies, allows every individual to enjoy total financial freedom, where borders are crossed and you have full ownership of your funds in a network that anyone can join.”*

Ledger's mission is to provide first-class security for critical digital assets. We empower people with the freedom, openness, and control that crypto provides, combining it with cutting-edge security.

On this symbolic day and through this campaign, Ledger encourages everyone to truly take back control.

Other visual assets are available on demand. Don’t hesitate to come back to us if you need any additional information or want to discuss this further.

Best,

Robin Leghzouli for Eric Chauvelot

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