



Case Study

Proper Propaganda

PROPER PROPAGANDA

A Corpay Payments
Customer for Over 2 Years

Company Overview

Proper Propaganda is a boutique public relations agency with operations in Vancouver and Montreal. It has an international roster of clients that's concentrated heavily in the US and includes start-ups, multinational

corporations and high-profile non-profits. In addition to providing media relations, digital marketing and organizing media events, Proper Propaganda manages media relations for crowdfunding campaigns.

The Challenge

Because Proper Propaganda's revenues are almost entirely in US dollars while its expenses are in the Canadian equivalent, managing FX exposure is a critical component of its ongoing operations and is essential to ensuring its profitability. Their experience with sourcing for their foreign exchange needs through a major financial institution proved to be profoundly unsatisfactory in terms of both rates and quality of service. Proper estimated it was losing 40 to 60 thousand dollars a year through the unfavorable rates offered by their foreign exchange provider.

Why Corpay

Proper Propaganda heard about Corpay's expertise in global payments and foreign exchange from a client which had a highly favorable experience with Corpay. In addition, Proper Propaganda CEO Jackson Wightman's personal relationship with a member of Corpay's management team reinforced his trust that Corpay could effectively address Proper Propaganda's foreign exchange needs.

The Solution

Proper Propaganda moved its entire foreign exchange business to Corpay, interacting with Corpay through both its online platform and by voice communications with sales staff. It recouped the 40,000 to 60,000 dollars a year previously lost to unfavorable rates, but has also

“Corpay has been a huge boost to us. We greatly value the significant savings on FX they've brought to our business, the counsel and support provided by their team on matters pertaining to currency and their easy and intuitive trading platform.”

Jackson Wightman
CEO | Proper Propaganda

benefited from advice from Corpay personnel as to when to transact the trades it needed to do in FX markets, a service not available from its previous provider. Proper Propaganda has found Corpay staff accessible, helpful and informative whenever its reached out for advice. Online trading has enabled PP executives to trade when required while travelling in different time zones.

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