

Tiing's **5-Year** Jubilee: unveiling a fresh look and 5 exciting revelations!

Montreal, April 22, 2024 – **Tiing**, Canada's pioneering online money pool, joyously commemorates its **5th milestone!** Since 2019, Tiing has been an accomplice to thousands of festive or charity events, transforming simple moments into unforgettable memories. Today, the Montreal-based start-up proudly not only announces its anniversary but also wishes to mark the occasion with a series of major innovations that underline its ongoing commitment to innovation, accessibility and proximity with its community: **a new visual identity, a new website, the launch of a blog, a new slogan and an exciting advertising campaign!**

Tiing is embracing a **new look** with a new brand image...



Tiing blows out its five candles and unveils a major transformation of its visual identity. At the heart of this evolution is a new slogan. **"Sharing is Caring"** embodies Tiing's fundamental values : the spirit of sharing and generosity. In fact, through this new slogan Tiing **reaffirms its commitment to its community**. As Nicolas Goutaudier, Tiing's co-founder, points out: *"Whether we're donating to a cause, pooling our money with a group of friends to celebrate a loved one, or financing a wedding or a birth gift with the family, at the heart of each initiative is attention, pleasure, generosity and benevolence. It's this spirit that we want to capture in the message of "Sharing is Caring"."*



In parallel, a fresh breeze is blowing over the Tiing Logo. In fact, this 2.0 version **reflects an aesthetic and strategic approach aimed at modernising the start-up's image** while remaining true to its origin. Guided by a desire for consistency in colour codes and brand spirit, the design choices ensure a smooth transition into this new era of Tiing.

tiing



The **brand new advertising campaign** highlights a more modern and consistent brand value identity. The **humorous and contemporary tone of this campaign**, inspired by the spirit of sharing and generosity that guides the platform, brings to life the questions and doubts that arise during a celebration, while underlining the simplicity and the conviviality of the solution proposed by the brand.

Discover [the campaign](#) exclusively!



...To better serve its **community!**



The team didn't want to stop there, and is proud to present its new website. Throughout this site redesign, Tiing has been committed to providing an **optimised user experience** in order to facilitate their journey during the pool creation and management. To illustrate this commitment, the platform now allows users to proceed to payment using Apple Pay and Google Pay, and will soon offer the option to pay using Interac.



Birthday simone

Money pool created on May 13, 2024 by **Kate**



Manage this money pool

CA\$500.00 collected

1 contributor

Goal progress **50%**



Last but not least, the Quebec-based company has launched its blog **platform for a more direct communication with the community**, reinforcing Tiing's commitment to being a reliable partner close to its users. Tips for a social fundraising campaign, gift ideas for any type of celebration, the role of the best man... Members are accompanied through all of life's occasions !

Nicolas expresses his gratitude to the community: *"We are grateful to our users for their ongoing support throughout the years. This evolution marks a new step in Tiing's journey, and we are eager to share this new adventure with you."*

About Tiing

Founded in Montreal in 2019 by a trio of friends and entrepreneurs, Lucas Rivoire, Nicolas Goutaudier and Guillaume Goupil, **Tiing is the only online money pool on the Canadian market**. This digital platform makes collecting money easy, fast and safe for a group, with no hidden fees! With more than **\$4 million raised since its creation and 100,000 users**, Tiing aims to revolutionise Canadian fundraising by financing a collective gift, organising an event or supporting a solidarity project.

More information : <https://www.tiing.ca/>

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