

Celebrating Connection Through Dance: Remitly’s Money that Moves Campaign

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Dance, a universal language of expression, can transcend borders and connect people across the globe. Recognizing this, Remitly created the “Money that Moves” campaign, leveraging the art of dance to convey the feeling our customers get when they receive money from a loved one.

The campaign aims to capture the essence of surprise, delight, relief, and reassurance experienced by individuals receiving a transfer from a loved one. Through the lens of dance, Remitly illustrates the deep connection that sending money fosters between people, inspiring the spontaneous expression of joy through dance.

“We thought about using dance because it’s a universal language. It’s easily seen, and you can add humor to dance. There’s an authenticity about it,” Alex Rabjohns, Senior Visual Designer, says.

With ads in the United Kingdom, Australia, France, and Spain, the campaign was

tailored to connect with diverse communities from South Asia, the Middle East/North Africa, Latin America, and Southeast Asia living in those countries. The multilingual campaign in English, Spanish, and French aimed to reach and resonate with people, bridging language gaps and creating content each community can see themselves in.

For Alex, seeing the brand coming to life across various mediums — from metro stations and television ads to radio spots — has been one of the most rewarding parts of working on the campaign. “My favourite part of the campaign is seeing people capture our work on their phones and sharing on social media.” “People are taking note and telling their friends and family about it,” he says.

In a world where distance often separates us from our loved ones, Remitly’s “Money that Moves” campaign shows how sending money can create ripples of happiness, inspiring dance celebrations that transcend borders and languages.