

New Media Institute



STADION

MONEY MGMT.

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STADION MONEY MANAGEMENT REBRAND

Stadion Announces Rebrand: Stengthening Their Role in the Fintech and Retirement Solution Spaces

ATHENS, GA., Sept. 9, 2025- Stadion Money Management has annouced a comprehensive rebrand, redefining their role as a challenger in both the fintech and retirement solution spaces. In partnership with the University of Georgia's New Media Institute, the company has redefined its digital presence and overall messaging. Through this partnership, they've clarified their mission, redefined their digital presence, and developed creative assets in support of future initiatives.

Prior to the rebrand, Stadion's website lacked relevant strategic messaging, promotions, and overall clarity. The website's visual layout lacked organization and fluidity, making it difficult for potential clients to navigate and differentiate Stadion among competitors.

Through this rebrand, these challenges have been solved by eliminating hard-to-understand jargon and simplifying what investing and retirement plan solutions can look like for clients. In addition, they've updated their branding materials and created new video promotion content for their site. Changes have been made to the website to allow for a clearer structure and overall flow. The site now has more defined landing pages, giving clients a deeper understanding of Stadion's offerings.

"We're not just in it for us - Stadion will help you distribute. Connect with us and you get multiple integrations,"- Kerr McGowan, Chief Product Officer at Stadion.

The improved design of the Stadion site allows clients to learn more about both Stadion money management and Stadion Connect. Navigate to the about page to discover more about the company's current offerings.

"Stadion's website makes it easier to get straight to solutions that matter to my business. Everything is clearly organized, tailored to financial firms, and digestible, and it's obvious why Stadion outshines other options." - Isabella Wesson, Financial Advisor at BlackRock.

To learn more about Stadion Money Management, their history, and their current offerings, head to their new [website](#).



FREQUENTLY ASKED QUESTIONS

Q: What is Stadion?

A:

Stadion is an investment management firm that was founded in 1993. They offer tailored retirement solutions and plans for plan advisors, plan sponsors, and participants.

Q: Who has access to Stadion's plans?

A:

- Financial advisors
- Recordkeepers
- Employers
- Retirement Plan Participants - employees



FREQUENTLY ASKED QUESTIONS

Q: What is Stadion's Mission?

A:

Stadion wants to simplify investing by making it easier to understand and less stressful for investors.

Q: Why did Stadion rebrand

A:

Stadion wanted to create a clearer experience for clients to learn more about them. The rebrand reflects who the company is, how far they've come, and simplifies how potential clients understand their offerings.