

## **Kaleido launches a new campaign to simplify education savings**

Quebec City, June 1, 2026 – Kaleido today unveils its new awareness campaign, an initiative that marks an important step in the evolution of its brand. With an even more accessible and human approach, Kaleido is reaffirming its commitment to making education savings easier for local families.

### **A clear, engaging signature**

At the heart of the campaign is a new brand signature, “Education Savings Made Easy.” This reflects Kaleido’s commitment to making education savings easier for parents to understand and fit into their daily lives.

“By tackling the complexity often associated with finances, Kaleido helps parents focus on what matters most: their children’s future. This campaign fully reflects our desire to support families with simplicity and expertise, and our commitment to making education savings clearer and more attuned to their situation,” says Marc-André Proulx, Director of Marketing and Customer Experience at Kaleido.

### **A campaign rooted in parents’ reality**

Rolling out on June 1, 2026, the campaign was developed in collaboration with agency Les Évadés and is built around content that highlights simple, familiar situations. Its goal is to show that starting to save can be simple—and that doing so can maximize long-term benefits.

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**An evolving brand, growing closer to families**

This campaign is part of a broader drive to make Kaleido an even more accessible, empathetic brand, aligned with the realities of young parents through a range of flexible products and practical, easy-to-use digital solutions for everyday use.

“We worked closely with Kaleido’s teams to develop a communications platform that fosters authentic connection with young families and makes a complex topic much more accessible,” says Mylène Tremblay, General Manager at Les Évadés.

Designed to resonate in a competitive environment, the campaign relies on a combination of emotion and clarity to build a genuine connection with families.

The first video creations linked to this digital campaign will be visible via broadcast platforms and connected TV, in particular.

**About Kaleido**

A pioneer in education savings since 1964, Kaleido helps families in Quebec and New Brunswick support their children’s full potential. At December 31, 2025, Kaleido held over \$2 billion in assets under management on behalf of over 200,000 beneficiaries. Every day close to 200 employees and representatives create brighter opportunities for youth through education savings and family coaching services.

**Source:**

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