# Coinbase uses satirical musical to spotlight UK financial pressures and push crypto alternatives



Coinbase has launched a bold new UK brand campaign titled ‘Everything Is Fine’ that uniquely blends musical theatre and humour to challenge the entrenched status quo of the financial system. Developed in collaboration with London-based creative agency Mother, Biscuit Filmworks, and Revolver, the campaign takes a tongue-in-cheek approach to contemporary British economic realities, using a two-minute musical directed by Steve Rogers to dramatise everyday financial struggles. The production captures relatable, headline-worthy issues such as soaring grocery prices, a volatile job market, and the gradual decline of public services.

The campaign’s key message invites viewers to question the existing financial infrastructure and consider alternative solutions. Coinbase’s group creative director, Jean Morrow, explained that the aim was “to connect with Brits on a cultural level and show up with a high level of craft and clarity,” using humour and dance to inspire an important conversation about the potential role of cryptocurrency in providing ordinary people with more control and options over their finances. The musical’s repetitive mantra of “everything’s fine” subtly underscores the complacency and denial often found around systemic economic problems.

Beyond digital streaming, online video, and social media – where the musical will run through the end of August – the campaign features striking out-of-home (OOH) displays across London, Manchester, and Liverpool. These installations visually echo the campaign’s motifs, portraying the hidden realities of financial strain beneath a surface of forced optimism.

Coinbase’s UK initiative comes amid mounting economic pressures felt across the country. Recent reports show nearly half of UK adults experience financial stress related to debt and the rising cost of living, a situation underscored by the campaign’s satirical tone. The ad strikingly highlights inflation-driven price hikes and economic instability, reflecting widespread public unease about the current financial system’s capacity to meet everyday needs.

Moreover, Coinbase’s campaign implicitly critiques the UK’s regulatory environment around cryptocurrencies and broader financial infrastructure. Industry commentary suggests the company is spotlighting what it sees as the UK’s slow and rigid regulatory approach, which it argues is out of step with an evolving economy demanding more flexible and innovative financial solutions. By using sharp humour and drama, Coinbase positions itself as a forward-thinking alternative amidst frustrations with conventional finance and regulatory inertia.

Overall, ‘Everything Is Fine’ seeks not just to entertain but to ignite serious dialogue about systemic financial challenges in Britain. It attempts to bridge cultural resonance with a call to action, encouraging cautious yet curious British audiences to explore crypto’s possibilities as a meaningful alternative in an increasingly fraught financial landscape.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.thedrum.com/news/2025/08/01/ad-the-day-coinbase-challenges-the-status-quo-with-musical), [[2]](https://www.marketing-beat.co.uk/2025/08/01/coinbase-crypto-ad-mother/), [[3]](https://creative.salon/articles/work/mother-coinbase-everything-is-fine)
* Paragraph 2 – [[1]](https://www.thedrum.com/news/2025/08/01/ad-the-day-coinbase-challenges-the-status-quo-with-musical), [[4]](https://www.moreaboutadvertising.com/2025/07/crypto-dances-into-an-alternative-future-in-mothers-new-coinbase-ad/), [[7]](https://creative.salon/articles/work/work-of-the-week-31-july-2025)
* Paragraph 3 – [[3]](https://creative.salon/articles/work/mother-coinbase-everything-is-fine), [[1]](https://www.thedrum.com/news/2025/08/01/ad-the-day-coinbase-challenges-the-status-quo-with-musical), [[2]](https://www.marketing-beat.co.uk/2025/08/01/coinbase-crypto-ad-mother/)
* Paragraph 4 – [[5]](https://www.ainvest.com/news/coinbase-satirical-video-highlights-uk-economic-struggles-cost-of-living-crisis-2508/), [[1]](https://www.thedrum.com/news/2025/08/01/ad-the-day-coinbase-challenges-the-status-quo-with-musical), [[4]](https://www.moreaboutadvertising.com/2025/07/crypto-dances-into-an-alternative-future-in-mothers-new-coinbase-ad/)
* Paragraph 5 – [[6]](https://www.ainvest.com/news/coinbase-satirizes-uk-financial-regulation-with-fine-campaign-2507/), [[5]](https://www.ainvest.com/news/coinbase-satirical-video-highlights-uk-economic-struggles-cost-of-living-crisis-2508/), [[1]](https://www.thedrum.com/news/2025/08/01/ad-the-day-coinbase-challenges-the-status-quo-with-musical)
* Paragraph 6 – [[7]](https://creative.salon/articles/work/work-of-the-week-31-july-2025), [[1]](https://www.thedrum.com/news/2025/08/01/ad-the-day-coinbase-challenges-the-status-quo-with-musical), [[4]](https://www.moreaboutadvertising.com/2025/07/crypto-dances-into-an-alternative-future-in-mothers-new-coinbase-ad/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.thedrum.com/news/2025/08/01/ad-the-day-coinbase-challenges-the-status-quo-with-musical> - Please view link - unable to able to access data
2. <https://www.marketing-beat.co.uk/2025/08/01/coinbase-crypto-ad-mother/> - Coinbase has launched its first UK advertising campaign, 'Everything is Fine', developed with London-based creative agency Mother, Biscuit Filmworks, and Revolver. Directed by Steve Rogers, the two-minute musical spot highlights issues like soaring grocery prices, a volatile job market, and deteriorating public services in contemporary Britain. The campaign encourages viewers to consider alternatives to the existing financial system, promoting cryptocurrency as a solution. It will run across streaming platforms, online video, and social media until the end of August, with out-of-home executions in London, Manchester, and Liverpool. ([marketing-beat.co.uk](https://www.marketing-beat.co.uk/2025/08/01/coinbase-crypto-ad-mother/?utm_source=openai))
3. <https://creative.salon/articles/work/mother-coinbase-everything-is-fine> - Coinbase has unveiled its UK brand campaign, 'Everything Is Fine', in partnership with Mother and Biscuit Filmworks x Revolver. The integrated campaign uses a unique blend of musical theatre and humour to challenge the status quo of the financial system and invite change to address today’s systemic financial challenges in Britain. The musical will run across streaming, OLV, and social through the end of August. Complementing the musical, OOH in London, Manchester, and Liverpool will present similar realities hidden within an endless loop of the 'everything’s fine' mantra, in a visually striking format. ([creative.salon](https://creative.salon/articles/work/mother-coinbase-everything-is-fine?utm_source=openai))
4. <https://www.moreaboutadvertising.com/2025/07/crypto-dances-into-an-alternative-future-in-mothers-new-coinbase-ad/> - Mother and Coinbase have collaborated on a musical extravaganza titled 'Everything is Fine', which comically dramatizes the everyday financial indignities faced by Brits. The campaign invites viewers to consider whether crypto platform Coinbase might be part of the change needed to address the broken global financial system. The ad uses humour and dancing to inspire a conversation about alternatives to the existing financial system and how crypto can provide regular people with more options and control. ([moreaboutadvertising.com](https://www.moreaboutadvertising.com/2025/07/crypto-dances-into-an-alternative-future-in-mothers-new-coinbase-ad/?utm_source=openai))
5. <https://www.ainvest.com/news/coinbase-satirical-video-highlights-uk-economic-struggles-cost-of-living-crisis-2508/> - Coinbase, the leading U.S.-based cryptocurrency exchange, has launched a satirical campaign targeting the UK's financial system, drawing attention to systemic issues such as rising living costs and economic instability. The video, titled 'Everything is fine', employs dark humour and exaggerated scenarios to highlight the struggles of UK households, underscoring the absurdity of inflation-driven pricing. The campaign aligns with recent reports indicating that nearly half of UK adults are experiencing financial stress due to debt and cost-of-living pressures. ([ainvest.com](https://www.ainvest.com/news/coinbase-satirical-video-highlights-uk-economic-struggles-cost-living-crisis-2508/?utm_source=openai))
6. <https://www.ainvest.com/news/coinbase-satirizes-uk-financial-regulation-with-fine-campaign-2507/> - Coinbase recently launched a provocative satirical campaign targeting the UK financial system, criticizing its regulatory approach to cryptocurrencies and broader financial infrastructure. The company released a video titled 'Everything is fine', which uses sharp humour and stark visuals to highlight what Coinbase perceives as the UK’s slow and rigid regulatory stance. The campaign points to rising household financial stress as a backdrop, suggesting the current system fails to adapt to the needs of an evolving economy. ([ainvest.com](https://www.ainvest.com/news/coinbase-satirizes-uk-financial-regulation-fine-campaign-2507/?utm_source=openai))
7. <https://creative.salon/articles/work/work-of-the-week-31-july-2025> - The UK brand campaign 'Everything is Fine' by Coinbase, developed with Mother, uses a blend of musical theatre and humour to challenge the status quo of the financial system and invite change to address today’s systemic financial challenges in Britain. The campaign aims to connect with cautious yet curious British audiences, igniting a sense of confidence in exploring change and the possibilities of crypto. ([creative.salon](https://creative.salon/articles/work/work-of-the-week-31-july-2025?utm_source=openai))