

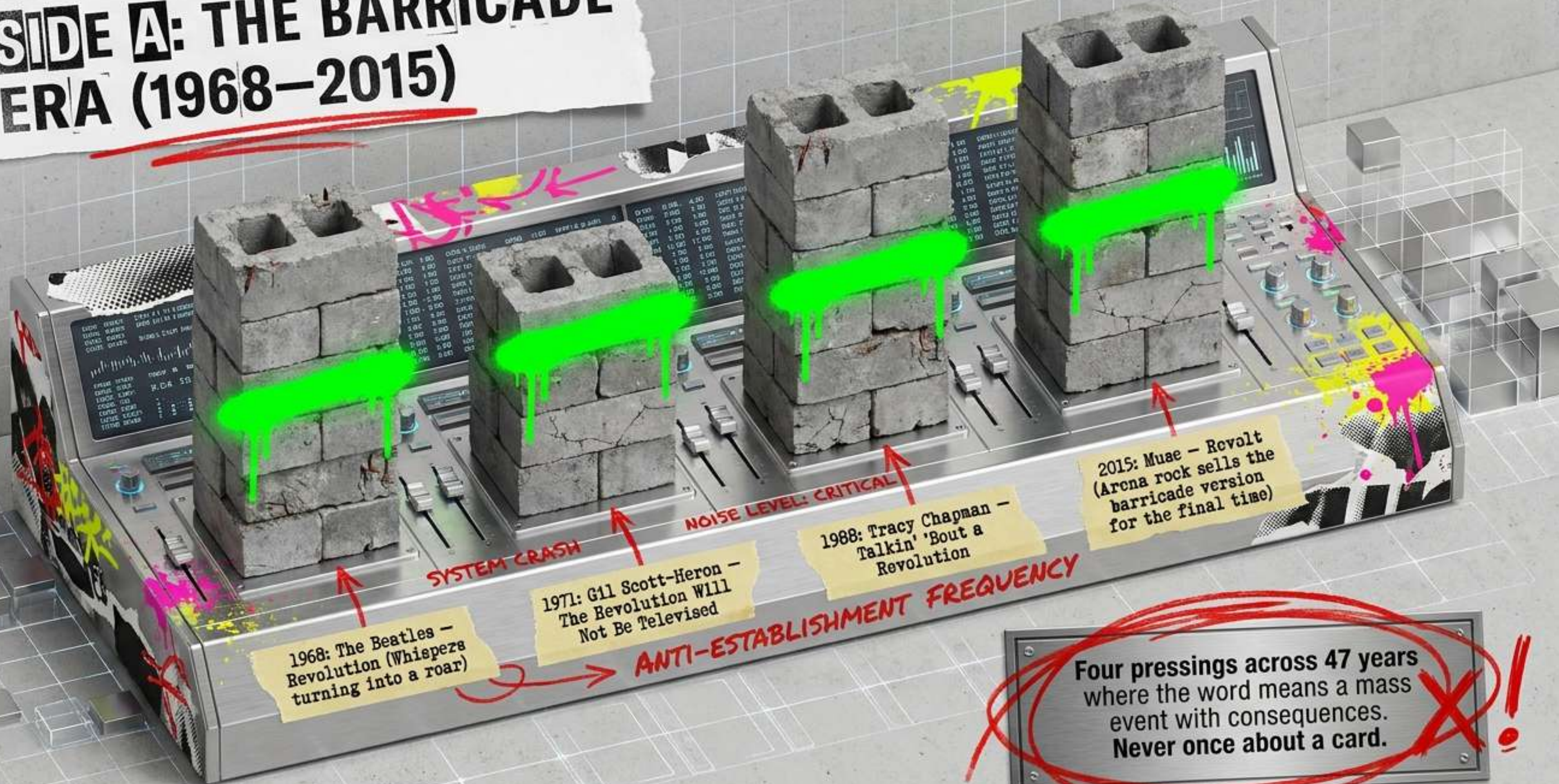
Music is the only public
ledger that recorded
every stage of the word
'Revolut' — from the
barricade to the bank
card.



BORROWED SOUND

Songs for a Trillion-Dollar Typo?

SIDE A: THE BARRICADE ERA (1968–2015)



THE **ONE** TRUE GHOST (1995)



CL WET
DO NOT DUPLICATE
ARCHIVED
DO NOT DUPLICATE
TOMIERS AND
CLINICAL TYPLIGATE
CLINICAL TYPLIGATE
CHITKODOL
CLINICAL TYPLIGATE
CHITKODOL

ARTIST:
BAJJA JEDD

TRACK:
REVOLUT (I COME TO STAND
FOR THE GHETTO YOUTHS)

FORMAT:
12-INCH RAGGA-HIP-HOP

The truncation predates the fintech
by **TWENTY YEARS.**

The street made the identical
cut. 'Revolut' meant the ghetto
youths, not a bank. Some
records refuse to stream.

THE FLIP: A COMPANY TAKES THE WORD

THE FLIP
A COMPANY
TAKES
THE WORD

Date: July 2015
Location: Level39, Canary Wharf
Action: An app launches under
a name that reads as
"revolution with the
ending cut off."

Within a year, the press heard the pun. The word never changed its spelling—only its owner.

SEMANTIC SHIFT: THE TRILLION-DOLLAR TYPO

REVOLUTION (1968-1995)

Agent: Collective
The People

Action: Systemic Upheaval
Barricades

Goal: Social Change
Overthrow

Sound: Analog, Gritty, Protest

CO-OPTED!

FINTECH
TAKEOVER

REVOLUTION (2020-2026)

Agent: The Individual
The Digital Nomad

Action: Frictionless Liquidity
Wealth Flex

Goal: Cross-border Status
Lifestyle

Sound: Trap, Drill,
Synthesized,
High-speed

THE SHIFT



"SIDE B: THE WORD BECAME A WALLET"

Belgium: Gotti

Gotti Maras (2025)

“J’ai coffré mes sentiments
dans ma Revolut” (Safe
for emotions & money)

France / Guadeloupe:

Bob Marlich (2022)

Rhymes ‘j’évolue’ with
‘Revolut’.

Czech Republic:

Pragoholik (2024)

“Revolut Metal”

Romania: LeLe

LeLe (2023)

Manele & Yung Boder (2024) Trap

Diaspora economics-app
replaces cash bricks.

THE STAINLESS STEEL FLEX

**“La carte
est en métal,
le compte est
Revolut.”**

REVOLUT.HOT • LINER-NOTES SUPPLEMENT

BORROWER SOUND

*One word's journey through music —
from Revolution to a bank card.*

1968 BEATLES
1995 BAZZA JEBO
2026 CERO

thrillion.eu



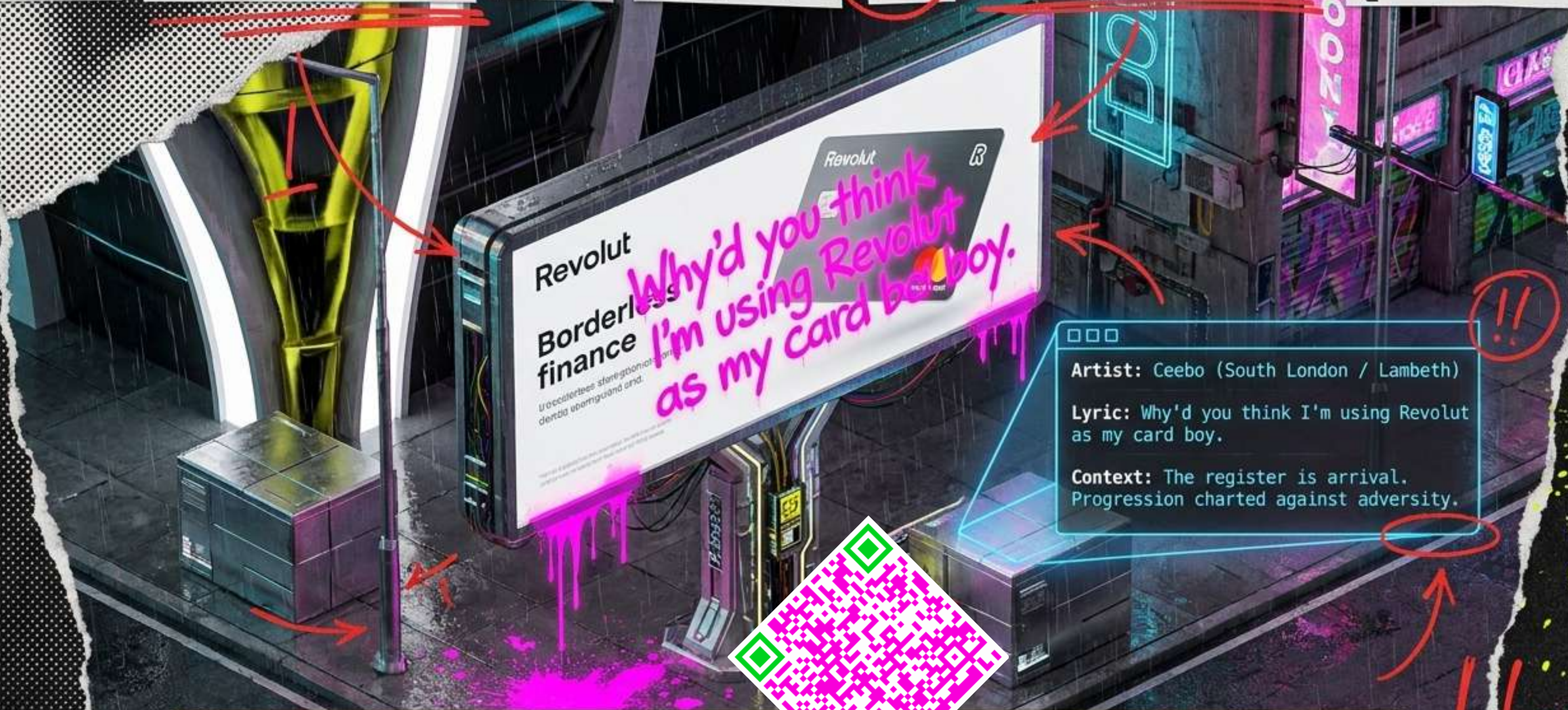
The Metal tier becomes
the new Rolex.

A subscription plan
promoted to a status
object for a cashless,
borderless generation.

No legacy banking ads
required—the street
did the marketing.

revolut.hot

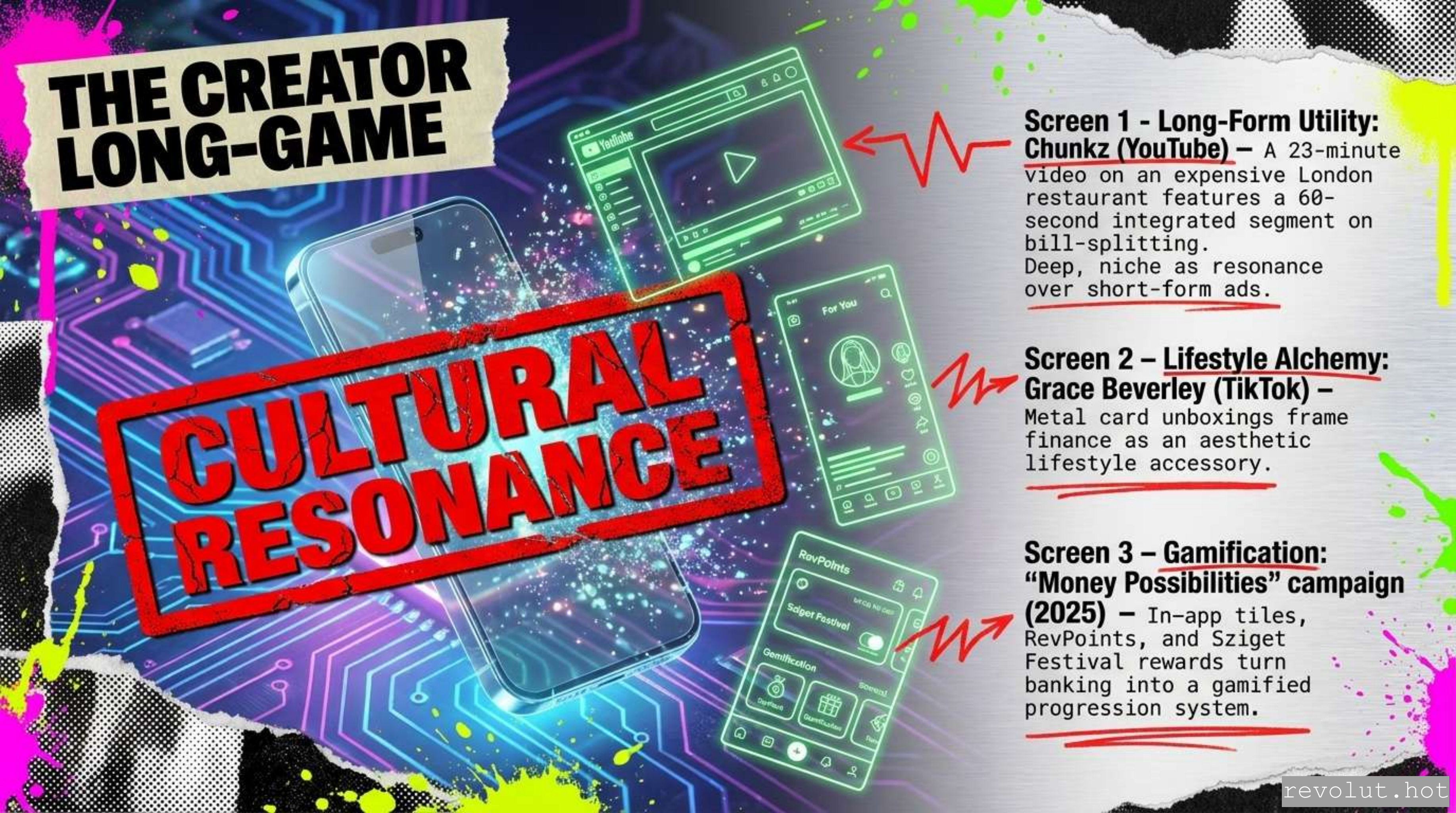
THE CROWN OF SIDE B: CEEBO (2026)!



The single landed the exact same week a poster campaign went across the same city. Nobody planned the rhyme—which is exactly why it counts.

THE CREATOR LONG-GAME

CULTURAL RESONANCE



Screen 1 - Long-Form Utility:
Chunkz (YouTube) – A 23-minute video on an expensive London restaurant features a 60-second integrated segment on bill-splitting. Deep, niche as resonance over short-form ads.

Screen 2 – Lifestyle Alchemy:
Grace Beverley (TikTok) – Metal card unboxings frame finance as an aesthetic lifestyle accessory.

Screen 3 – Gamification:
“Money Possibilities” campaign (2025) – In-app tiles, RevPoints, and Sziget Festival rewards turn banking into a gamified progression system.

INSTITUTIONAL DOMINANCE (2026)!

ICY COLD
REWARDS

Haaland: Welcome to My Bank

Deadpan humor replaces stuffy banking ads. Erling Haaland redeems RevPoints inside a cryo-chamber. Humanizes the UK banking license milestone.

Erling Haaland and Graham Norton are both faces of Revolut's "Welcome to My Bank" campaign. While Graham Norton anchors the ads with witty takedowns of high-street banking, Haaland represents the athletic, performance-driven side of the app—giving banking updates from cryotherapy chambers.

HUMAN
CAPITAL

SPEED
LEGITIMACY

Audi F1 Title Partnership

Title partnership for Audi's 2026 entry. A metaphor for high-performance engineering that instantly bypasses doubts about digital banking legitimacy.

SPEED
NEXT LEVEL
TECH

FROM POLITICAL REVOLUTION TO FINTECH ZEITGEIST

The Word Journey

Pre-Brand
Era
(Protest)
PRE-BRAND

The Missing
Link
(1995)

Corporate
Takeover
(2015)
SWAMP

Public Ledger

The Wallet
Era
PUNK

Street
Currency
STREET

Metal Card
Status
PUNK

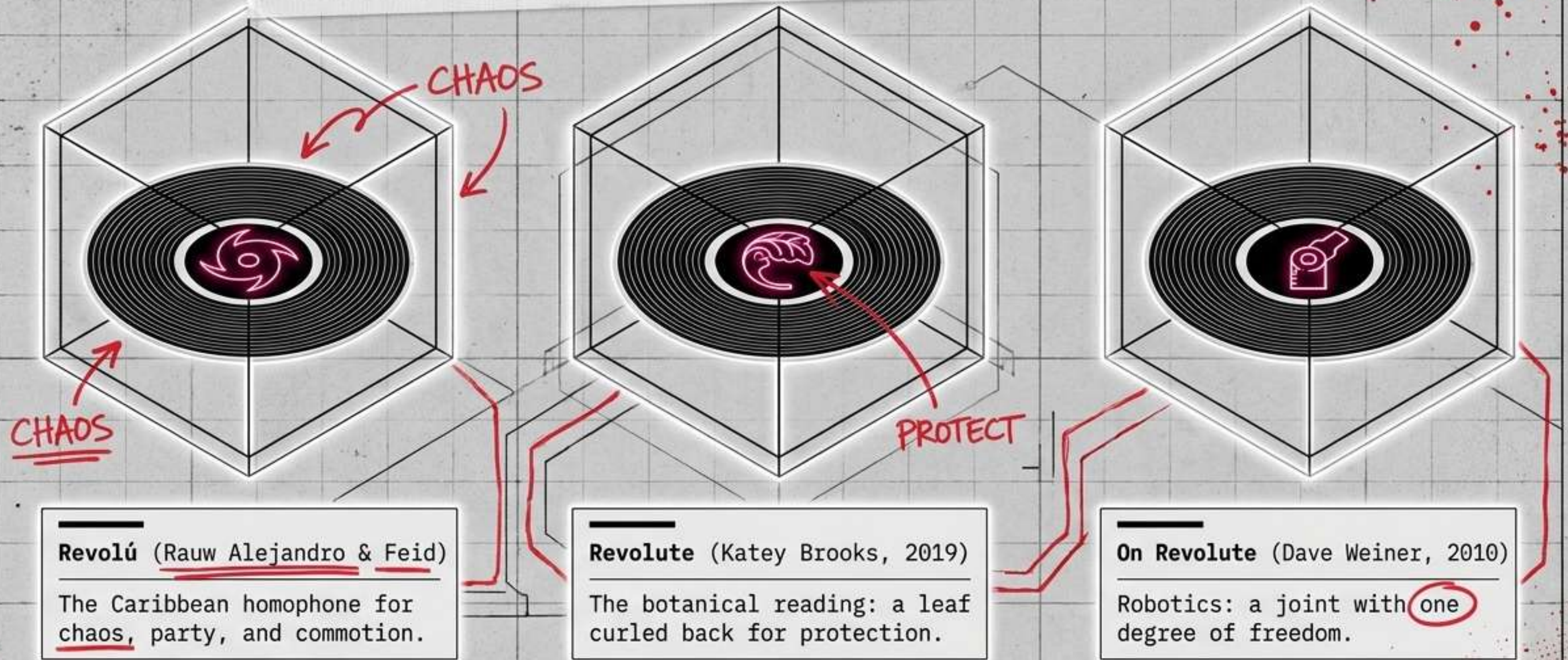
Brand Equity

Creator
Strategy

Institutional
Legitimacy

Global
Super App

SIDE C: FALSE FRIENDS & GHOSTS



Quieter, precise lives, far from both barricade and bank.
The perfect run-out groove. ←

THE TERMINAL STATION (JULY 2026)

revolut.hot

REVOLUTION

Fortune Magazine reports the ultimate milestone:
In Ireland, 'to revolut' now officially means to transfer money
or split a bill. (Matching Google's 2002 milestone).

1968, the word wanted barricades.
2026, it is a verb meaning 'to pay' —
and the man who owns it tells the press:

"I think I definitely
need to wear a suit."

— Nik Storonsky
(on meeting US Regulators, 2026)

nikolay.diy