

E-Trade's talking baby goes bye-bye

March 21 2014, by Mae Anderson

The E-Trade baby will finally stop talking.

In the investor site's new ad, the baby—who looks like a harmless, adorable tot but talks like a character out of "The Wolf of Wall Street"—is upstaged by a cat named Beanie that sings. The tot quits in disgust at the end of the ad.

E-Trade began its "talking baby" campaign in 2008 during the Super Bowl, at a time when online investing was relatively rare. But six years later, online investing is common.

There's no word on what E-Trade's next [marketing campaign](#) will be.

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