

# PU Prime Unveils Phase Two of 'Champion in You' Global Brand Campaign with the Argentine Football Association: The Grind

*PU Prime launched The Grind, the second phase of its three-part global brand campaign, Champion in You, shifting the focus from the decision to begin trading.*

EBENE, MAURITIUS, February 4, 2026 /EINPresswire.com/ -- Feb 4, 2026, [PU Prime](#) launched [The Grind](#), the second phase of its three-part global brand

campaign, Champion in You, shifting the focus from the decision to begin trading. The Grind turns attention to what happens after that initial spark: the routines, setbacks, and emotional resilience required to stay committed over time.

“

What we want to highlight in this phase is the reality of sustained progress.

Trading success is shaped by discipline, routine, and emotional control developed over time, rather than quick results.”

*said Mr. Daniel Bruce,  
Managing Director at PU  
Prime.*

Developed in alignment with its regional sponsorship of the Argentine Football Association (AFA), PU Prime, dedicated to empowering traders worldwide, created Champion in You around the belief that success in trading, much like a champion, is shaped not by moments of inspiration alone, but by consistency, preparation, and the ability to manage emotions under pressure.

## Phase 2: The Grind

The Grind highlights the often-unseen realities of trading progress: slow learning curves, repeated effort, loneliness, and periods where effort does not immediately translate into results. Through the video, traders take time to sit down and share experiences of self-doubt and frustration. Rather than focusing on outcomes, The Grind emphasises the process of building routines, learning from losses, and developing emotional control over time.

As one of the interviewed traders, April reflected, “I should treat this as a degree.” For many participants, this phase marked the moment trading became less about ambition and more about commitment.

## Discipline Over Motivation

Markets heading into late January 2026 reflect a balance between cautious optimism and elevated risk. In the absence of a clear outlook, resilience becomes increasingly important. The launch of The Grind marks the second chapter of Champion in You, reinforcing PU Prime's belief that long-term progress in trading is shaped by discipline, consistency, and the ability to stay committed through uncertainty.

### About PU Prime

Founded in 2015, PU Prime is a leading global fintech company and trusted CFD broker. Today, it offers regulated financial products across forex, commodities, indices, shares, and bonds. Operating in over 190 countries with more than 40 million app downloads, PU Prime provides innovative trading platforms and an integrated copy trading feature, empowering traders worldwide to achieve financial success with confidence.

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**Global Brand Campaign with the Argentine Football Association: The Grind.**

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