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D 9.1 – H1 Communication Plan

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Executive Summary

This document constitutes deliverable *D 9.1 – H1 Communication Plan* of Work Plan 9 (WP9) of the VIMpay project.

The purpose of this deliverable is to describe the initial marketing and communication efforts that have been undertaken and are planned for the first phase of the project. All efforts will focus on the German market. Evaluations and tests will be conducted in preparation for entry into the Austrian market and the results later disseminated for a wider entry into the European market.

The deliverable outlines the approach, focus, challenges, and envisioned solutions to tackle to the challenges of the initial phase of the project.

1 Introduction

Marketing and communication efforts and initiatives within the H1 Communication Plan will begin with a targeted audience in Month 1 of the project. VIMpay will leverage existing and new customers in order to effectively fulfil the pre-stated objectives.

1.1 Reference to proposal

Communication Plan H1 will run through Phase 1 and Phase 2 of the project from month 1 to month 10. This will incorporate VIMpay Version 1 and 2. Phase 1 will contain the first version of the VIMpay app that will combine the features of 123Banking as well as the Prepaid MasterCard app. This will allow users to participate in SEPA and Card payments. Before the end of 2015, version 2 of the app will be delivered to the market. This version of the VIMpay app will include the major payment functionalities of VIMpay. The launch of VIMpay version 2 marks the beginning of Phase 2. With all the core functionalities online the end result of the H1 Communication Plan will allow the users continued and uninterrupted SEPA, Mobile and Card payments with KYC-integrated account setup. Further marketing and communication initiatives are listed and established in the Communication Plan H2.

2 Overall Objectives

The main objective will be to promote continued participation in SEPA payments, Mobile payments and Card payments through VIMpay's easy end-to-end account setup and integrated KYC.

3 Communication Targets

Initial efforts will revolve around 6 distinct contact points and focus areas as part of the H1 Communication Plan. The contact points and focus areas will be fully exploited within two groups: one in phase 1 and one in phase 2 of the project.

3.1 Existing PayCenter Customers

There are an existing 50,000 PayCenter customers who depend on PayCenter's core card products. This will form a part of the initial contact point and focus area in phase 1 of the project.

3.1.1 Specific Objectives

The exposure achieved will facilitate:

1. Conversion testing and tracking
2. Fine-tuning VIMpay slogan effectiveness through a User feedback-loop
3. Value-Added analysis and fine-tuning our Forecasting model

3.1.2 Marketing and Business Activities

Type of Activity	Description	Planned Date
Advertising to existing PayCenter customers on the PayCenter e-Commerce websites	<p>Using the existing PayCenter e-Commerce websites to advertise VIMpay to the 50,000 current PayCenter customers. This will include integrating a feedback-loop for fine-tuning the VIMpay slogan</p> <p>Focus:</p> <ol style="list-style-type: none"> 1. Email marketing – VIMpay Emails to PayCenter customers who have opted into the email notification service. At the moment ONLY 3.3% have opted in. 2. Standard VIMpay notifications to all existing PayCenter customers on the customer websites 3. Sub-sites on the PayCenter website 	<p>M2 - M3 (September - October) - concepts</p> <p>M3 (October) - designs</p> <p>M4 - M7 (November - February) - developments</p> <p>M5 (December) - notification on the customers/products websites</p>

3.2 Daily 123Banking App and MasterCard App Users

In-app advertising will be incorporated into the 123Banking and Prepaid MasterCard apps. This will have an exposure of 100,000 daily German 123Banking App users and 10,000 Prepaid MasterCard App users. In phase 1 of the project only representative sample group of the daily app users will receive the in-app advertising as part of testing which the impact of the promotion. After measuring the engagement and the actual downloads, we will optimize the advertisement for our customers' needs in order to achieve a higher quantity of downloads in the app-stores.

3.2.1 Specific Objectives

The exposure achieved will facilitate:

1. Conversion testing and tracking
2. Fine-tuning VIMpay slogan effectiveness through a User feedback-loop
3. Value-Added analysis and fine-tuning our Forecasting model

3.2.2 Marketing and Business Activities

Type of Activity	Description	Planned Date
Cross-promoting VIMpay within the 123Banking and Prepaid MasterCard apps	<p>In-App advertising and promotion including measuring the engagement (click-through rates and app interactions) and actual downloads</p> <p>In-App Advertising and Promotion metrics to measure:</p> <ol style="list-style-type: none"> 1. Click-Through-Rate 2. Acquisition/Downloads 	<p>M2 (September - October) - concept</p> <p>M3 (October) - design</p> <p>M4 (November) - development and release of</p>

Type of Activity	Description	Planned Date
	3. Retention	in-app advertising for a representative sample group M5 (December) - measuring and optimizing advertisement M6 (January) - in-app advertising for all app users

3.3 Austrian Market Evaluation

With the demographic similarities to the German market, Austria presents a measurable opportunity for VIMpay to initially expand into Europe. Marketing and communication efforts will revolve around fine-tuning the VIMpay messaging for the Austrian market.

This will form a part of the initial contact point and focus area in phase 1 of the project. The results will then be used for an Austrian beta test in phase 2

3.3.1 Specific Objectives

The main objective will be to:

1. Identify the main target group for VIMpay in Austria (similar to German target group)
2. Customize the VIMpay advertising message for the Austrian Market

3.3.2 Marketing and Business Activities

Type of Activity	Description	Planned Date
Target group analysis	<p>The analysis will be conducted through Secondary Research.</p> <ol style="list-style-type: none"> 1. Define the comparable banking apps within the Austrian market 2. Analyze and select a demographic group from the selected app groups 3. Merge/consolidate the selected demographic group with market trends 4. Complete a Target group/market Analysis Survey 	M2 - M3 (September - October) - Secondary Research M3 (October) - Target Group/Market Survey completion

Type of Activity	Description	Planned Date
	<p><u>(Please note that the planned activities associated with Primary Research come into effect in D 8.1)</u></p> <ul style="list-style-type: none"> • Primary Research will come into effect with beta testing (Phase 2) <ol style="list-style-type: none"> i) Beta test data ii) Focus group feedback? iii) In-app/.at website questionnaires and data collection 	
Customize the VIMpay advertising message	<ol style="list-style-type: none"> 1. Adapt the fine-tuned VIMpay message being utilized in Germany for the Austrian market 2. Adjust the message to the variety of dialects and regional differences 	M4 (November) - Message optimization on ALL advertising channels

3.4 Stakeholders and cooperation Partners

VIMpay is positioned to cover a majority of the payment environments and as such market participants who might partially be in a competitive position are also seen as stakeholders who will ensure VIMpay’s continued success in the payment market. An assessment and integration of these stakeholders and potential cooperation partners will be made on a case by case basis in Germany and Austria. The assessment will form a part of the initial contact point and focus area in phase 1 of the project. The integration of the selected Stakeholders and cooperation partners will take place in Phase 2 of the project.

3.4.1 Specific Objectives

The main objective will be to:

1. Assess potential stakeholders and cooperation partners in Germany and Austria
2. Integrate selected stakeholders and cooperation partners in Germany and Austria

3.4.2 Marketing and Business Activities

Type of Activity	Description	Planned Date
Stakeholder and cooperation partner assessment (both German and Austrian)	<p>Assessment of potential German and Austrian stakeholders and cooperation partners</p> <p>Stakeholder and cooperation partner assessment:</p> <ol style="list-style-type: none"> 1. Identify key stakeholders and cooperation partners 	<p>M2 - M3 (September - October) - Strategy and Planning with Peter</p> <p>M2 - M4 (September - November) - Stakeholder + Partner Profiling</p>

Type of Activity	Description	Planned Date
	2. Stakeholder/cooperation partner mapping 3. Stakeholder/cooperation partner profiles and strategic options 4. Stakeholders'/cooperation partners' interests and scope for action 5. Influence and involvement <ul style="list-style-type: none"> ▪ Passive/Consultative ▪ Active/Collaborative 6. Resource dependence & Potential threats 7. Potential to cooperate 6. Stakeholder/cooperation partner management	M4 - M5 (November - December) - Stakeholder + Partner Management Template
Stakeholder and cooperation partner integration (both German and Austrian)	Integration of selected German and Austrian stakeholders and cooperation partners Integration of stakeholder/cooperation engagement: <ol style="list-style-type: none"> 1. Strategy 2. Business Case for stakeholder /cooperation partner engagement 3. Definition of engagement/contribution 4. Roles and responsibilities 5. Degree of engagement 	M6 - M8 (January - March) Partner Engagement and Integration

3.5 General Public (18-35 years old)

We envisage a target group, aged between 18 years and 35 years, where VIMpay will enjoy maximum growth. This will form a part of the initial contact point and focus area in phase 2 of the project.

3.5.1 Specific Objectives

The main objectives are:

1. Controlling VIMpay messaging through a continuous User feedback-loop
2. Promoting end-to-end account setup integration
3. Promoting KYC integration

3.5.2 Marketing and Business Activities

Type of Activity	Description	Planned Date
VIMpay website creation	Using multi-language VIMpay websites to capture a wider audience in Germany. German and English language versions of www.vimpay.de are currently in planning and should be live/public in phase 1 of the project.	<p>M1 (August) - concept and design</p> <p>M2 (September) - development and release of the German language version</p> <p>M3 (October) - translation to the English language version</p> <p>M5 (December) - release of the English language version</p>
VIMpay Blogs posting	<p>A VIMpay Blog with regular coordinated posts will be created and is planned as an addition to the VIMpay websites.</p> <p>For the VIMpay Blog several tasks are required:</p> <ol style="list-style-type: none"> 1. Concept, design, development 2. Content marketing and planning <ol style="list-style-type: none"> a. production/publication schedule b. create a tone of voice c. content guidelines and quality requirements d. content optimization 3. Search Engine Optimization <p>It will feature:</p> <ul style="list-style-type: none"> • VIMpay News • VIMpay Innovation • New VIMpay product features and planned releases 	<p>M2 (September) - concept</p> <p>M3 (October) - design</p> <p>M3 - M7 (October 15 - February 16) - content marketing and planning</p> <p>M4 - M5 (November - December) - development, integration</p> <p>M6 - M7 (January - February) - first blog postings and search engine optimization</p>
Feature write-ups	<p>Feature write-ups with updates will be communicated through press-releases.</p> <p>For the feature write-ups several tasks are required:</p> <ol style="list-style-type: none"> 1. Content marketing and planning <ol style="list-style-type: none"> a. Production/publication schedule b. Create a tone of voice c. Content guidelines and quality requirements d. Content optimization 2. Media planning (search for the right publishers) 	<p>M3 - M7 (November-February) - content marketing and planning</p> <p>M6 (January) - media planning</p> <p>M7 (February) - first feature write-up on external publisher sites</p>

Type of Activity	Description	Planned Date
Creating and maintaining a social media footprint	<p>Social media accounts for VIMpay (App) have been created - Facebook, Twitter, Google+, and YouTube. These accounts have to be product/features oriented</p> <p>The accounts will display VIMpay CI/CD and go active with live content in phase 2 of the project.</p> <p>We are planning on having a VIMpay footprint in:</p> <ol style="list-style-type: none"> 1. Facebook 2. Twitter 3. Google+ 4. YouTube 	<p>M1 - M2 (August - September) - account setup</p> <p>M3 - M7 (October - February) - content marketing and planning</p> <p>M5 - M7 (December - February) - first social media postings</p>

3.6 Media

The results from the marketing and communication efforts in phase 1 will be used to form the core product message to the media. This will form a part of the initial contact point and focus area in phase 2 of the project.

3.6.1 Specific Objectives

The main objectives are:

1. Controlling VIMpay messaging through a continuous User feedback-loop
2. Increasing VIMpay awareness and visibility

3.6.2 Marketing and Business Activities

Type of Activity	Description	Planned Date
Creating traditional media like newspaper advertising, posters, brochures and press release	<p>Traditional media coverage activities including newspaper advertising, posters and brochures, and press releases</p> <p>VIMpay Media Content planning:</p> <ol style="list-style-type: none"> 1. Press release Text 2. Brochures 3. Posters 4. Newspaper adverts 	<p>M3 - M7 (October - February) - content marketing and planning</p> <p>M5 (December) - designs</p> <p>M6 - M7 (January - February) - production and publication</p>

4 Work Plan

Communication Target	Type of Activity	Planned Date and Task	Task Reference
Existing PayCenter customers	Advertising to existing PayCenter customers on the PayCenter websites and on other distribution channels: 1. PayCenter.de 2. PayCenter Wiki 3. Customers/product websites 4. PayCenter social media account 5. Email signature 6. PayCenter Banking App	M1 – M7 (August - February) - concept, design and development of the new PayCenter website redesign	RoadmapMarketing-3
		M2 - M3 (September - October) - concepts	Marketing-3949
		M3 (October) - designs	Marketing-4033
		M4 - M7 (November - February) - developments and integration	Marketing-4072
		M5 (December) - notification on the customers/products websites	Marketing-4073
123Banking App and MasterCard App users	Cross-promoting VIMpay within the 123Banking and Prepaid MasterCard apps and advertising on the 123Banking website and the social media account for 123Banking	M2 (September - October) - concept	Marketing-3903
		M3 (October) - design	Marketing-4034
		M4 (November) - development and release of in-app advertising for a representative sample group	Marketing-4074
		M5 (December) - measuring engagement	Marketing-4035
		M5 (December) - optimizing advertisement	Marketing-4037

		M6 (January) - in-app advertising for all app users	Marketing-4075
Austrian Market Evaluation	Target group analysis and customizing the VIMpay advertising message	M2 - M3 (September - October) - Secondary Research	Marketing-4055
		M3 (October) - Target Group/Market Survey completion	Marketing-4056
		M4 (November) - Message optimization on ALL advertising channel	Marketing-4057
General Public	VIMpay website creation	M1 (August) - concept and design	RoadmapMarketing-27
		M2 (September) - development and release of the German language version	Marketing-4076
		M3 (October) - translation to the English language version	Marketing-3536
		M5 (December) - release of the English language version	Marketing-4077
	VIMpay blog posting	M2 (September) - concept	Marketing-3433
		M3 (October) - design	Marketing-3967
		M3 - M7 (October 15 - February 16) - content marketing and planning	RoadmapMarketing-32
		M4 - M5 (November - December) - development, integration	Marketing-4078
		M6 - M7 (January - February) - first blog postings and search engine optimization	Marketing-4038

	Feature write-ups	M3 - M7 (November-February) - content marketing and planning	RoadmapMarketing-32
		M6 (January) - media planning	Marketing-4044
		M7 (February) - first feature write-up on external publisher sites	Marketing-4045
	Creating and maintaining a social media footprint (product/feature oriented)	M1 - M2 (August - September) - account setup	Marketing-4039
		M3 - M7 (October - February) - content marketing and planning	RoadmapMarketing-32
		M5 - M7 (December - February) - first social media postings	Marketing-4040
	VIMpay content marketing	M3 (October) - create a schedule for production and publication of the content	Marketing-4049
		M4 (November) - create a tone of voice and notes for quality requirements	Marketing-4050
		M5 - M7 (December - February) - create content (texts and images)	Marketing-4051
Media	Creating traditional media like newspaper advertising, posters, brochures and press release	M3 - M7 (October - February) - content marketing and planning	RoadmapMarketing-32
		M4 (November) - concepts	Marketing-4052
		M5 (December) - designs	Marketing-4053
		M6 - M7 (January - February) - production and publication	Marketing-4054

Stakeholders and cooperation partners	Stakeholder and cooperation partner assessment (both German and Austrian)	M2 - M3 (September - October) - Strategy and Planning	Marketing-4058
		M2 - M4 (September - November) - Stakeholder + Partner Profiling	Marketing-4059
		M4 - M5 (November - December) - Stakeholder + Partner Management Template	Marketing-4061
	Stakeholder and cooperation partner integration (both German and Austrian)	M6 (January) - Strategy and business case for partner integration	Marketing-4062
		M6 - M8 (January - March) - Definiton of engagement /contribution + roles and responsibilities	Marketing-4063