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D 9.2 – H2 Communication Plan

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EU Distribution

petaFuel

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Executive Summary

This document constitutes deliverable *D 9.2 – H2 Communication Plan* of Work Package 9 (WP9) of the VIMpay project.

The purpose of this deliverable is to outline the additional marketing and communication efforts that have been undertaken and the efforts planned for launch (concerning the VIMpay demonstrator versions).

Additionally, the deliverable further highlights the evaluation and review process through the different device- and OS-specific Feedback Loops. These loops will eventually align the ready-to-market VIMpay version to European user requirements.

1 Introduction

The H2 Communication Plan is a continuation of the H1 Communication plan as detailed in *D 9.1 H1 Communication plan*. H1 Communication Plan aimed to track and test the user conversion funnel, develop and fine-tune the VIMpay claim while establishing the communication channels. H2 Communication Plan details additional marketing and communication efforts while defining the VIMpay Brand.

Further marketing and communication initiatives and efforts will be developed and reported in the H3 Communication Plan.

2 Overall Objectives

H2 Communication Plan will assist in the optimization of the VIMpay Brand by increasing user-group targeting and testing.

The main objectives are:

- a. Launch an effective VIMpay Brand campaign
- b. Test and validate the VIMpay claim through User Feedback Loops

3 Reference to H1 Communication Plan

As part of the H1 Communication Plan, the following communication channels were established:

- i) VIMpay website (<https://www.vimpay.de/>)
- ii) VIMpay Blog (currently under construction)
- iii) A VIMpay Twitter account (<https://twitter.com/VIMpay>)
- iv) A VIMpay YouTube account (<https://www.youtube.com/channel/UCriNT5Tu8E6ZWJvWpLUoIPw>)
- v) A VIMpay Google+ account (<https://plus.google.com/u/0/+VimpayDeutschland/about>)
- vi) A VIMpay Facebook account (<https://www.facebook.com/VIMpay/>)

Please note that the work plan established in H1 Communication Plan is ongoing and the below tasks are still being worked on.

Communication Target	Type of Activity	Planned Time-frame and Task	Task reference
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	M5 - measuring engagement	Marketing-4035
		M8 - optimizing advertisement	Marketing-4037
		M6 - in-app advertising for all app users	Marketing-4075

Existing PayCenter customers	Advertising to existing PayCenter customers on the PayCenter websites and on other PayCenter distribution channels: - PayCenter.de - PayCenter Wiki - PayCenter product websites - PayCenter social media account - PayCenter customer Email signatures - PayCenter Banking App	M1 – M9 - concept, design and development of the new PayCenter website redesign incorporating VIMpay	RoadmapMarketing-3
		M8 - notification on the customers/products websites	Marketing-4073
General Public	VIMpay website creation	M8 - translation to the English language version	Marketing-3536
		M8 - release of the English language version	Marketing-4077
	VIMpay blog posting	M6 - M7 first blog postings and search engine optimization	Marketing-4038
	Feature write-ups	M8 - first feature write-up on external publisher sites	Marketing-4045
	Creating and maintaining a social media footprint (product/feature oriented)	M7 - first social media postings	Marketing-4040
Austrian Market Evaluation	Target group analysis and customizing the VIMpay advertising message	M2 - M3 - Secondary Research	Marketing-4055
		M3 - Target Group/Market Survey completion	Marketing-4056
		M4 - Message optimization on ALL advertising channel	Marketing-4057
Media	Creating traditional media like newspaper advertising, posters, brochures and press release	M5 - Designs	Marketing-4053
		M6 - M7 - production and publication	Marketing-4054
Stakeholders and cooperation partners	Stakeholder and cooperation partner assessment (both German and Austrian)	M4 - M5 - Stakeholder + Partner Management Template	Marketing-4061
	Stakeholder and cooperation partner integration (both German and Austrian)	M6 - Strategy and business case for partner integration	Marketing-4062
		M6 - M8 - Definition of engagement/contribution + roles and responsibilities	Marketing-4063

The launch of communication and marketing efforts is on a delayed schedule because we do not want to damage or weaken the VIMpay Brand. The user feedback loops (see section 5) will help in reporting VIMpay technical and aesthetic issues and in communicating changes accordingly. The intention is to have a bug-free version of VIMpay.

The VIMpay Brand experience will be distributed and measured through the above communication channels and the branding content/message as explained below.

4 VIMpay Branding and Messaging

For the VIMpay Brand, a VIMpay Brand Experience Platform is in development to effectively manage the VIMpay campaign and the VIMpay claim.

As part of the EU business coaching process for VIMpay, petaFuel has engaged **sasserathmunzingerplus** (<http://sasserathmunzingerplus.com/>) as an EU-registered business coach. Through this collaboration, the VIMpay Branding and messaging is being fine-tuned to make sure that VIMpay's value proposition is packaged and presented effectively.

As illustrated below, a corresponding VIMpay Brand management system will be used to optimize the VIMpay brand experience and return on brand investment.

4.1 VIMpay Brand Campaign

Concrete brand implementation campaigns for individual targeted groups (as mentioned in the *D 9.1 Communication Plan*) are in development based on the brand experience platform below.



4.2 VIMpay Claim

With assistance from sasserathmunzingerplus (<http://sasserathmunzingerplus.com/>), a VIMpay claim was formulated. This claim will form the core of the VIMpay messaging. All established and yet to be established communication channels will incorporate this claim.

The aim of the claim and corresponding marketing efforts (including videos) is to generate VIMpay public interest and help to kick-start VIMpay viral marketing campaigns.

The planned VIMpay claim is watertight in terms of trademark and competition law and causes no problems linguistically.

We have now started working on a VIMpay Jingle that will further communicate the VIMpay claim. The VIMpay video concept is currently in planning (as illustrated in section 9 Work Plan).

5 H2 Communication Feedback Loops

5.1 Objectives

The main aim of VIMpay BETA testing is to allow easy promotion of VIMpay payment (and non-payment) core functionalities resulting in better presentation of the VIMpay value proposition.

5.2 Mobile Operating System Feedback Loops

1. Android Feedback Loop

Within the Google Play Store, a user feedback loop is currently being used. A VIMpay tester group for the Android version of the app provides constant valuable VIMpay feedback to the app developers. An updated version of VIMpay will continue to be published every two weeks, which incorporates all user feedback. The VIMpay version is set up to communicate with the internal live systems providing valuable user feedback.

<https://plus.google.com/u/0/communities/114243920837235907853>

This loop includes both the smartphone and tablet configurations.

2. iOS Feedback Loop

For the iOS version of VIMpay, iOS “Testflights” is currently being used to provide valuable user feedback. The VIMpay iOS versions are tested simultaneously for all devices.

<https://developer.apple.com/testflight/>

This loop includes both the smartphone and tablet configurations.

3. Other mobile operating systems

Windows and Blackberry BETA testing paths will be defined as soon as the corresponding apps are available for testing.

Considerations will be made for both the smartphone and tablet configurations.

6 European Communication Focus

Starting with the focus countries (Austria, and the Benelux countries), the same VIMpay branding and messaging (as highlighted in section 4) will be utilized. All country-specific adjustments to the VIMpay message will be made in order to maximize the VIMpay value proposition reception in each EU country. The adjustments will also include language considerations.

In deliverable *D 8.1 Report on European Focus Countries*, we highlighted the regulative, technical and the demographic requirements for entry into the European market. All VIMpay European marketing and communication efforts will fall in line with these requirements.

Additionally, the Feedback Loops utilized in Germany for each mobile operating system will also be utilized for the wider EU market.

7 VIMpay connect

VIMpay connect is an all-round solution for all cashless money transactions. As mention in *D 7.2 – Final Exploitation Plan*, the VIMpay connect module will be designed so that the user can individually select their favorite online stores or the most visited online stores in order to reduce the amount of time it takes to shop in a safe and secure manner.

Communication Objectives	Type of Activity	Planned Time-frame and Task
Making the VIMpay Card the primary payment method for users	Running online shopping experience campaigns	M12 – M17 - design and development of campaigns
Collaborating with online stores by allowing individualization.	Sharing promotional efforts with the online merchants	M12 – M17 – design and creation of merchant-specific promotional material

8 Banking Bro renamed as VIMpay Valet

The finance assistant, **Banking Bro** has been renamed to **VIMpay Valet** due to gender considerations.

As an added user engagement effort, we are planning to allow users to rename their VIMpay Valet. For example, a user might feel comfortable having “Tom” provide them with notifications on a regular basis on the state of their finances.

9 H2 Work Plan

The below listed tasks are an addition to the ongoing work plan established in H1 Communication Plan.

Communication Objectives	Type of Activity	Planned Time-frame and Task	Task Reference
Launch an effective VIMpay Brand campaign	1. Run a tailored VIMpay Brand campaign for existing PayCenter customers on the PayCenter websites and on other PayCenter distribution channels	M5 – M7 - concept, design and development of the new PayCenter website redesign incorporating VIMpay	RoadmapMarketing-69
	2. Cinema advertising for the VIMpay core user group	M5 – M8 - video and Jingle campaign design, development, and launch	RoadmapMarketing-69
	3. TV advertising for a wider VIMpay user group		
Test and validate the VIMpay claim through the Feedback loops	Android Feedback Loop	M2 – M17 – monitor all Android user feedback and make the necessary Android device adjustments	RoadmapMarketing-63
	iOS Feedback Loop	M4 – M17 – monitor all iOS user feedback and make the necessary iOS device adjustments	RoadmapMarketing-63
	Other OS (Windows, Blackberry) Feedback Loops	M11 – M17 – monitor all other OS user feedback and make the necessary device adjustments	RoadmapMarketing-63
Making the VIMpay Card the primary payment method for users	Running online shopping experience campaigns	M12 – M17 - design and development of campaigns	RoadmapMarketing-68
Collaborating with online stores by allowing individualization.	Sharing promotional efforts with the online merchants	M12 – M17 – design and creation of merchant-specific promotional material	RoadmapMarketing-68