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D 9.3 – H3 Communication Plan

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EU Distribution

petaFuel

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Executive Summary

This document constitutes deliverable *D 9.3 – H3 Communication Plan* of Work Package 9 (WP9) of the VIMpay project.

The deliverable details the communication and marketing efforts planned to develop a clear and consistent VIMpay message which is essential to effectively communication with the targeted audience. In its entirety, the H3 Communication Plan presents a framework for managing and coordinating tactical communication with the targeted audience by creating a consistent, customer-centric VIMpay messaging while incorporating the VIMpay Brand and mission.

Successful communication of the VIMpay Brand as detailed in this deliverable will result from a committed effort to using the channels and guidelines presented in this plan. Such commitment will ensure that VIMpay communication efforts provide relevant, accurate, and consistent information.

The primary areas addressed in this plan include:

- 1 The marketing and communication lessons learned from previous efforts
- 2 VIMpay branding
- 3 VIMpay social media exposure
- 4 The strategy for managing and optimizing future VIMpay marketing and communication efforts

1 Introduction

As a continuation of the VIMpay communication path, H3 Communication plan will encompass phase 4 (within the scope of the project) and phase 5 (after the project scope) of the VIMpay project.

H1 Communication Plan, as detailed in *D 9.1 H1 Communication Plan*, ran through Phase 1 and Phase 2 of the project. It incorporated VIMpay Version 1 and 2 and contained features of 123Banking as well as the Prepaid MasterCard app. While H1 Communication Plan aimed to track and test the user conversion funnel, develop and fine-tune the VIMpay Slogan while establishing the communication channels, H2 Communication Plan as detailed in *D 9.2 H1 Communication Plan* elaborated on additional marketing and communication efforts undertaken while defining the VIMpay Brand.

The H3 Communication Plan will incorporate the lessons learned in H1 and H2 Communication Plans. The plan will also incorporate efforts and campaigns that shift the focus from the VIMpay demonstrator versions to the ready-to-market VIMpay version in order to make sure that the ready-to-market version of VIMpay is aligned with European user requirements as best as possible.

2 Objectives

Core to the H3 Communication Plan will be to solidify the continued participation in SEPA payments, Mobile payments and Card payments through VIMpay's easy end-to-end account setup and integrated KYC.

Additionally, the optimization of the VIMpay Brand in phase 4 of the project will be central to the demonstrator version of the VIMpay in order to have a benchmark for the ready-to-market version of VIMpay. This will be accomplished by increasing user-group targeting and testing.

The main objectives will be achieved by focusing on:

- a) Utilizing the VIMpay Brand on all communication efforts
- b) Increasing the testing and validation of the VIMpay claim through the user feedback loops

These objectives will be accomplished by:

1. Creating and distributing up-to-date and relevant information on VIMpay in all communication channels
2. Maintaining a standard on the VIMpay Brand
3. Having a plan of action for executing short-term, mid-term, and ad hoc tactical communication plans

3 References to H1 and H2 Communication Plans

The H1 and H2 Communication Plans were submitted as part of deliverables D 9.1 and D 9.2 respectively. For both communication plans, the planned activities and tasks were undertaken as defined under the Task references.

3.1 H1 Communication Plan Overview

3.1.1 H1 Objectives

The H1 Communication Plan covered Phase 1 and part of Phase 2 of the VIMpay project. This saw the full implementation of the core functionalities for Version 1 and 2 of the VIMpay app. The main objective of the communication plan and efforts undertaken was to promote continued participation in SEPA payments, Mobile payments and Card payments through VIMpay's easy end-to-end account setup and integrated KYC.

The communication efforts were focused on 6 distinct user group contact points.

- Existing PayCenter customers
- Daily 123Banking App and MasterCard App users
- Austrian market
- Stakeholders and cooperation partners
- General public
- Media

The full exploitation of contact points and focus areas started in phase 1 and continued into phase 2 of the project.

3.1.2 Implemented efforts and campaigns as planned

Three efforts and campaigns were implemented as part of the initiative to engage all the VIMpay customer at the previously detailed touch points as described in D 9.1.

A. Existing PayCenter customers

A VIMpay campaign targeting the existing PayCenter customers is already in progress. As part of normal business activities, all PayCenter customer communication eMail signatures now include a reference to VIMpay and a download link. Additionally, a VIMpay banner campaign was implemented as part of the initial contact point with existing PayCenter customers.

The following PayCenter and petaFuel customer facing websites now display a VIMpay banner:

- i) <https://www.petafuel.de/>
- ii) <https://www.paycenter.de/>

B. Austrian market evaluation

The evaluation of the Austrian market revolved the ideal VIMpay user demographics and the technical and regulatory requirements that would affect the VIMpay communication and marketing efforts.

i) Austrian User group targeting

A fine-tuning of the user target group was conducted based during the secondary research. The Austrian demographic makeup is similar to the German demographics makeup. The projected ideal VIMpay user group in Austria falls perfectly in line with the VIMpay user group in Germany.

ii) Austrian Technical and regulatory requirements research

As planned in the H1 plan, secondary data market research on Austria was conducted as part of the focus country overview. Technical and regulatory discrepancies were identified and suitable solutions evaluated and selected. There were no communication impediments in Austria and we do not anticipate any impediments for the remaining communication efforts that are planned for Austria.

C. General public

Screen scraping is the process of collecting screen display data from one application and translating it so that another application can display it. This is normally done to capture data from a bank application/web interface in order to display it using a third party application. For the European countries with existing protocols that require costly adjustments, Screenscraping will be a viable option for VIMpay to access third-party account in order to facilitate multi-banking capabilities.

i) Online communication efforts

The online efforts revolved around the VIMpay website and the VIMpay social media accounts.

- VIMpay website (Version 2)

The VIMpay website (<https://www.vimpay.de/>) was amended to reflect the VIMpay features timeline. A/B testing of the VIMpay website is ongoing as part of the VIMpay communication fine-tuning process.

- Social Media marketing (Facebook, Twitter, YouTube, Instagram)

The following VIMpay social media channels were created as part of the foundation for VIMpay social media marketing:

- a. A VIMpay Twitter account (<https://twitter.com/VIMpay>)
- b. A VIMpay YouTube account (<https://www.youtube.com/channel/UCriNT5Tu8E6ZWJvWpLUoIPw>)
- c. A VIMpay Google+ account (<https://plus.google.com/u/0/+VimpayDeutschland/about>)
- d. A VIMpay Facebook account (<https://www.facebook.com/VIMpay/>)
- e. A VIMpay Instagram account(<https://www.instagram.com/vimpay/>)

The marketing efforts are and continue to be realigned with the VIMpay branding efforts.

ii) Offline communication efforts

As part of the H1 Communication plan, various VIMpay offline promotional items were created to be used as part of the initial VIMpay introduction to the public.

- a) VIMpay cigarette lighters
- b) VIMpay pens
- c) VIMpay car stickers
- d) VIMpay lapel pins

3.2 H2 Communication Plan Overview

3.2.1 H2 Objectives

The main objective of the H2 Communication Plan was to assist in the optimization of the VIMpay Brand by increasing user-group targeting and testing.

This objective will eventually be fully achieved by focusing on:

- a) Utilizing the VIMpay Brand on all communication efforts
- b) Increasing the testing and validation of the VIMpay claim through the feedback loops

3.2.2 Implemented efforts and campaigns as planned

A. The VIMpay Brand experience platform and VIMpay Claim

As mentioned in *D 9.1 Communication Plan* and detailed in *D 9.2 Communication Plan*, a concrete brand implementation campaign for the targeted user group was developed.

The VIMpay claim now forms the core of the VIMpay messaging. The claim is incorporated into all communication channels. A VIMpay video campaign based on this claim is scheduled to start in October 2016.

B. Mobile operating system feedback paths

The following user feedback loops for the Android and iOS versions of VIMpay were established:

- a) Android - <https://plus.google.com/u/0/communities/114243920837235907853>
- b) iOS - <https://developer.apple.com/testflight/>

The loops which are for both smartphone and tablet configurations, allow the VIMpay application developers to stay in rapid-reaction mode when test users notice any issues with the demonstrator versions of VIMpay.

C. VIMpay customer service

A dedicated VIMpay customer service team was established to complete and complement the customer journey.

The feedback received from this contact point is being looped back to the VIMpay developers and helps with the VIMpay messaging for subsequent communication efforts.

3.3 Lessons learned and H1 / H2 Communication Review

3.3.1 Domestic focus

Ideal VIMpay user group will continue to dictate the communication efforts. The main reasoning behind this slight shift is that there is a higher affinity to smartphones and the propensity to use mobile banking apps is higher within the targeted VIMpay user group.

3.3.2 European-wide focus

After the secondary data research of the focus countries and the EU, the updated ideal VIMpay user group supports the VIMpay business case for Europe. As detailed in D 8.1 Report on European Focus Countries and D 8.2 Final report on specifics for a global European market entry, the European demographics suit VIMpay and the communication and marketing efforts will not require a lot of adjustments.

4 VIMpay Branding

Solidifying of the VIMpay Brand is paramount to the communication efforts. As detailed in *D9.2 H2 Communication Plan*, the VIMpay Brand Experience Platform focuses on the brand idea, manifestation to the different users, the mission and eventually the VIMpay vision.

4.1 Specific Objectives

The VIMpay branding efforts will facilitate:

1. The core of VIMpay - the VIMpay Brand Idea
2. What VIMpay means to different users
3. The VIMpay promise and value proposition

4.2 Marketing and Business Activities

Type of activity	Description	Planned Timeframe and Task
<p>Creating the VIMpay Styles, Graphic Identity, and Templates</p>	<p>Standardizing the use of terminology and grammar to make VIMpay messages and materials applicable to all VIMpay targeted audiences will be key to the VIMpay branding process. A VIMpay guide for specific branding, web and visual guidelines will be created</p>	<p>M12 (July) - Terminology and language guidelines</p>
	<p>The VIMpay graphic identity will involve the use of logos, typefaces, and colors to create a clearly recognizable image. Through consistent graphic identity, VIMpay will project a strong, unified, and professional image</p>	<p>M12 (July) - Brand Book design</p>
	<p>All VIMpay templates will conform to the VIMpay Styles and Identity Guidelines. The templates will be used for all VIMpay documents. By using a standard VIMpay template, a recognizable VIMpay identity will instantly be achieved</p>	<p>M12 (July) - Template design</p>
<p>Updating the VIMpay Website</p>	<p>A regular website update process for the VIMpay website will be implemented. The update process will guarantee that VIMpay remains fresh and follows trends that appeal to the intended user group</p>	<p>M14 (September) - Design optimization and UX Analysis</p>

5 VIMpay Forces

The VIMpay Forces is a marketing and communication strategy that focuses on individual application feature development periods in which certain marketing campaigns are started to coincide with the VIMpay features.

A VIMpay Force will depend on a certain level of development of the app VIMpay. For example, when the VIMpay connect feature is integrated, predetermined corresponding marketing and communication efforts will be implemented.

5.1 Specific Objectives

This strategy represents a great opportunity to streamline VIMpay communication and marketing efforts as more features are added.

As described and illustrated below, the VIMpay forces will allow for the planning, preparation and controlled communication through the process of preparing in advance all communication paths.

Each VIMpay Force is broken down into:

1. Online efforts

These are all efforts that are conducted online

i) Continuous

A part of the the online marketing and communication efforts will be continuous through out the project as more VIMpay features are unveiled.

ii) Pulse

Online pulse marketing and communication efforts with be specific efforts that only coincide with new VIMpay features releases.

2. Offline efforts

As part of the promotional marketing and communication efforts, offline content is being developed to complement the online initiatives.

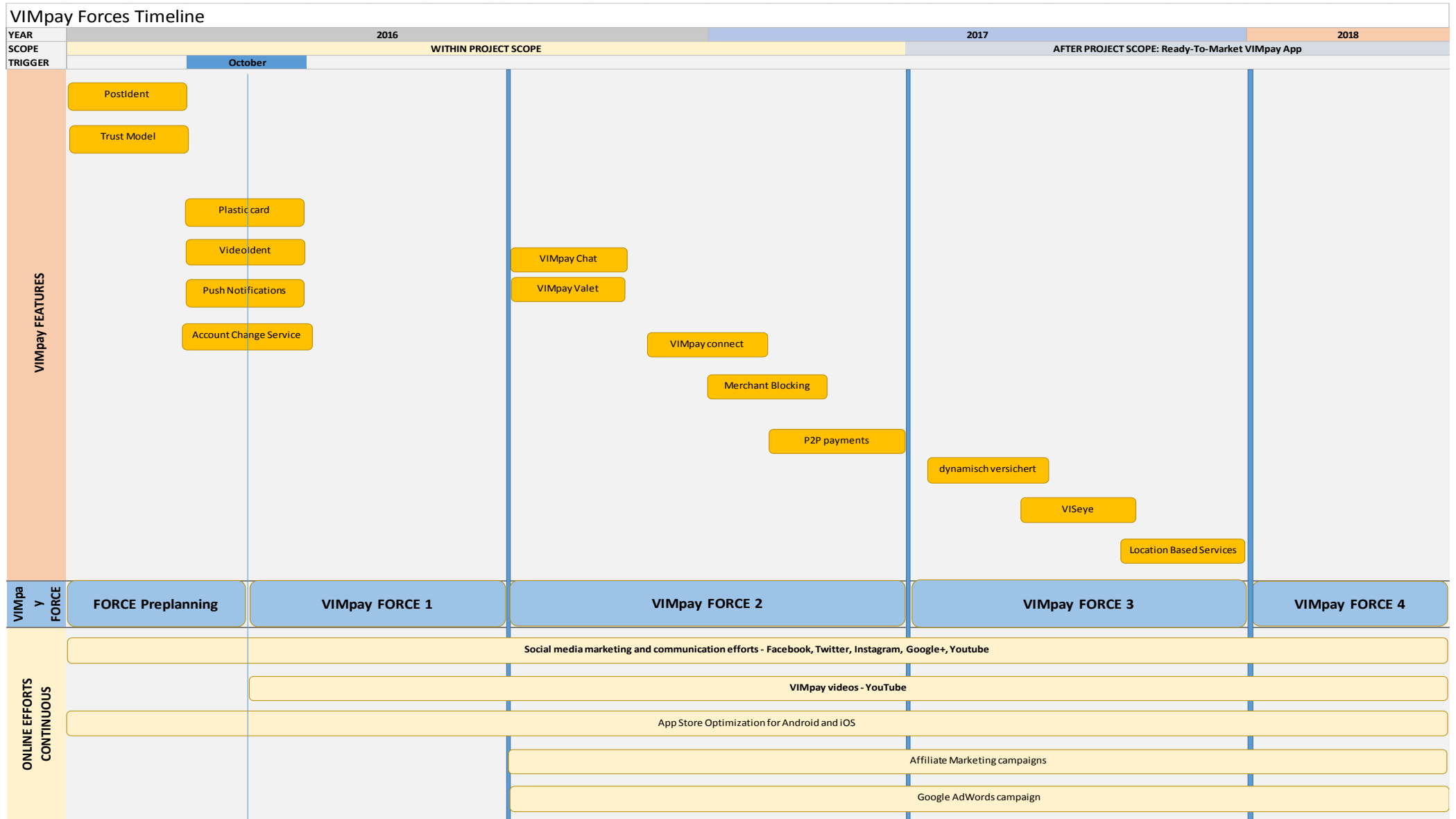
i) Continuous

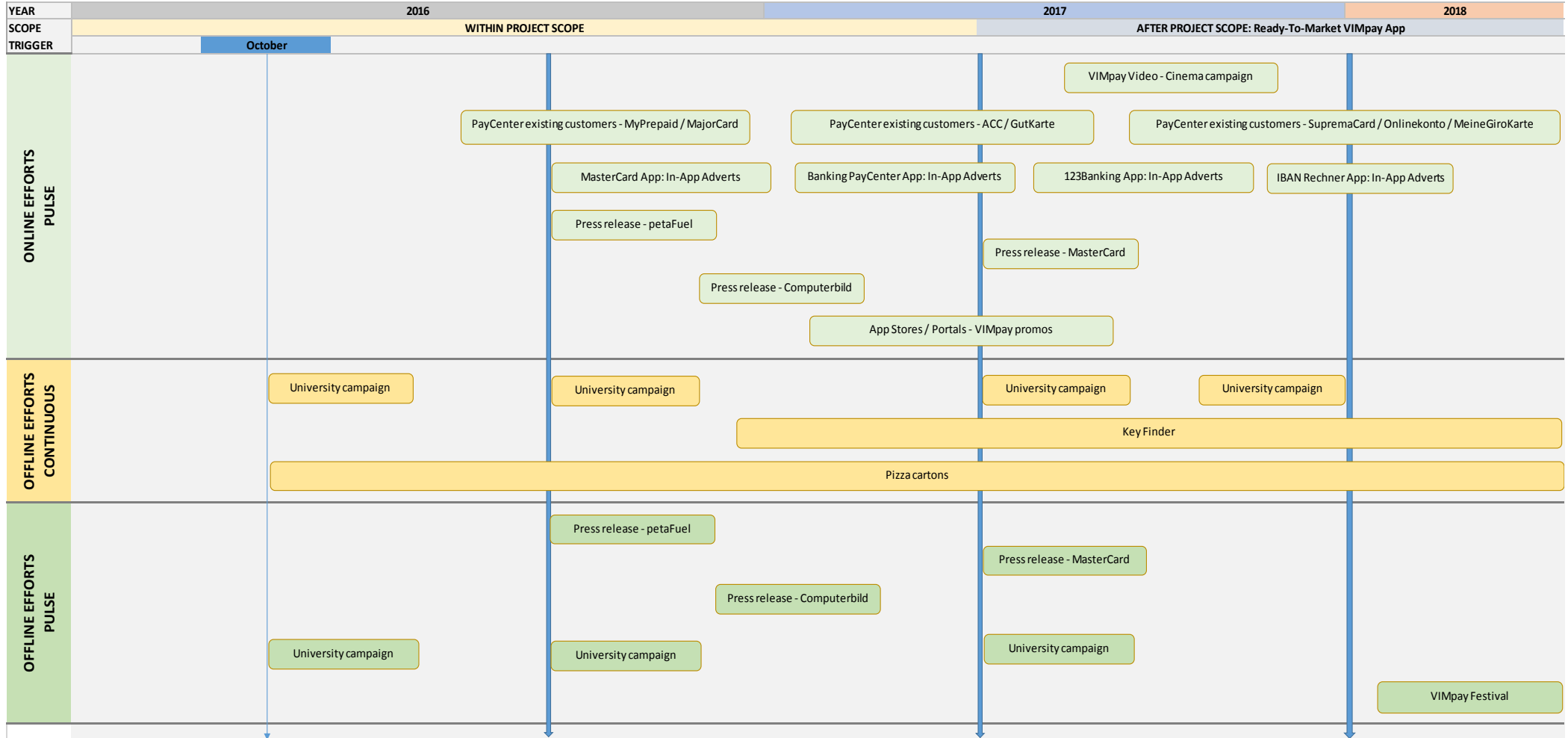
Continuous offline promotional efforts are the events and promotional items that will run throughout the project life.

ii) Pulse

Offline pulse marketing and communication efforts will be individual and one-time efforts that will coincide with new VIMpay features releases.

5.2 Planned VIMpay Forces Timeline





5.3 Marketing and Business Activities

Effort Frequency	Type of Activity	Description	Planned Timeframe and Task
Continuous (Online)	Social Media content	All continuous online marketing and communication efforts that will be implemented through out the project and after the project scope The focus will be on: 1. Social media content for Facebook, Twitter, Instagram, Google+	M12 (July) – ongoing social media workflow
	App Store Optimization	App Store optimization for Android and iOS	M12 (July) – ongoing optimization tasks
	YouTube Videos	Recently completed VIMpay videos will have to be prepared for distribution on YouTube The focus will be on: 1. Distributing all VIMpay videos from the VIMpay YouTube channel	M14 (October)- VIMpay videos distribution on YouTube
	Affiliate Marketing	All network content for the VIMpay affiliate marketing campaigns will be created for to meet specific network requirements	M15 (November) - Campaign setup
	Google AdWords campaigns	All VIMpay keyword search and display marketing marketing will be conducted though the google AdWords platform.	M15 (November) - Campaign setup
Pulse (Online)	Existing PayCenter customer contact	A VIMpay marketing strategy for all existing PayCenter customers (active and inactive). This will focus on ALL PayCenter products	M12 (July) - creation of mailing list with all the customers M12 (July)- creation of a mailing list strategy
	Press Releases	Press releases will be issued periodically in oder inform users and potential users of the VIMpay features. The following will be responsible for the initial press releases: 1. petaFuel GmbH 2. MasterCard 3. Computerbild	M15 (November) - Press release creation

Effort Frequency	Type of Activity	Description	Planned Timeframe and Task
	In-App advertising	VIMpay will be advertised on the following apps: <ol style="list-style-type: none"> 1. 123banking 2. MasterCard App 3. Banking PayCenter App 4. IBAN Rechner 	M12 (July) – Strategy development M12 (July)- Content creation
	App Stores	In-store advertising in all the major app stores	M12 (July)- Research M12 (July) – Strategy development
Continuous (Offline)	Continuous VIMpay public awareness efforts and promotions	The following items will be used to create VIMpay public awareness: <ol style="list-style-type: none"> i) VIMpay car stickers ii) VIMpay Key finder iii) Pizza cartons Additionally, specific promotional items will be created for the university campaigns that target university students.	M12 (July) - Strategy development M15 (November) - Campaign start
Pulse (offline)	Specific VIMpay Public awareness efforts and promotions	Individual and specific items and efforts have been planned as part of the one-time VIMpay promotional efforts. These include: <ol style="list-style-type: none"> i) Press releases in print newspapers <ol style="list-style-type: none"> a) By petaFuel b) In coordination with MasterCard c) In coordination with Computerbild ii) A VIMpay Festival is planned after the launch on the ready-to-market VIMpay version 	M15 (November) – Press release review M15 (November) – press release approval

6 VIMpay Social Media Marketing

The VIMpay social media strategy is driven in part by the fact that on average, the ideal VIMpay user group now have accounts on more than 6 networks and are actively using close to 4 of them. This number has increased each year since 2012, with 18-29s ahead of average. The fact that multi-networking continues to flourish, with most users spreading their social activities across several networks, multiple VIMpay accounts will be utilized. [1]

The demographic characteristics of the top social media platforms favor the VIMpay ideal user group. As indicated below, the % of all internet users who use the specific platforms validates the VIMpay social media strategy.

Social Media Platform	Age Group	% of Total Internet Users
Facebook	18 - 29	82%
Pinterest	18 - 29	37%
Instagram	18 - 29	55%
Twitter	18 - 29	32%
YouTube	18 - 29	21%

The percentage of Google+ users who fall in the 18-29 age category is over 28% [2] and on the other hand, the percentage of Snapchat users who fall between the ages of 18-29 is over 50% [3]. These statistics dictate the strategy used for the VIMpay social media marketing efforts.

6.1 Specific Objectives

Social media marketing and communication efforts are critical to VIMpay. VIMpay social media marketing and communication efforts are aimed at:

1. Creating a VIMpay community
2. Measuring the VIMpay Brand and public perception
3. Reinforcing the VIMpay performance, value and personality

6.2 Marketing and Business Activities

Type of Activity	Description	Planned Timeframe and Task
<p>VIMpay Community creation</p>	<p>As part of the VIMpay communication efforts, we are building a dedicated social media community in all the social channels. This will assist with the VIMpay Brand outreach</p> <ul style="list-style-type: none"> i) Faceook - "Machs dir Einfach" page ii) Twitter Followers iii) Instagram Followers 	<p>M12 (July) - ongoing Community creation</p>
<p>VIMpay Brand analytics</p>	<p>Core to the VIMpay Brand is the contant analysis of user feedback in order to measure the effect of the VIMpay messaging and public perception. This will require the following:</p> <ul style="list-style-type: none"> i) Facebook Analytics ii) Twitter Analytics iii) Instagram Analytics 	<p>M12 (July) – Analytics integration</p>
<p>VIMpay User retargeting</p>	<p>As part of the marketing efforts, we will be engaging in retargeting efforts in order to maximize on the VIMpay exposure. Retargeting campaigns will be developed for:</p> <ul style="list-style-type: none"> i) Facebook retargeting campaigns 	<p>M14 (September) – Retargeting campaign setup</p>

7 Post-Project Scope Communication Path

The VIMpay H3 Communication plan will run from phase 4 through to phase 5 of the VIMpay project, which is after the project scope. The integration of the Non-Essential features at this stage will lead into a VIMpay Ready to Market application.

7.1 VIMpay Positioning

All post-project marketing and communication efforts will position VIMpay as the ideal payment product that covers card payments, SEPA payments and mobile payments in Germany and the whole of the EU.

Card payment features that will have been unveiled in the in-project phases will continue to be developed and improved to meet all market requirements in the whole of the EU.

SEPA payment features already fully functional will be communicated to the targeted market segments in the EU as part of the core post-project marketing and communication efforts.

VIMpay will continue to be marketed as the all-in-one mobile payment solution of Europe. With petaFuel in the background, all communication efforts will focus on the corresponding infrastructure that allows VIMpay to effectively deliver mobile payments in Europe.

7.2 VIMpay Marketing and Communication Optimization

A majority of the post-project marketing and communication efforts will consist of optimization efforts. From the lessons learned during the review of functionalities, user feedback will be paramount to the success of the VIMpay Ready-to-Market version

8 Conclusion

The H3 Communication Plan will serve as an overall framework for all VIMpay marketing and communication efforts during the last in-project phase of the VIMpay project and the initial post-project phase, which will involve the introduction of the ready-to-market VIMpay version.

9 Work Plan

9.1 H1 Work Plan (completed tasks are checkmarked)

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: - PayCenter.de ✓ - PayCenter Wiki - customer's/product websites ✓ - PayCenter social media account - Email signature ✓ - 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 customer's/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 - M3 (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

Communication Target	Type of Activity	Planned Date and Task	Task Reference
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
	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

Communication Target	Type of Activity	Planned Date and Task	Task Reference
		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) - Definition of engagement/contribution + roles and responsibilities	Marketing-4063

9.2 H2 Work Plan (completed tasks are checkmarked)

Communication Objectives	Type of Activity	Planned Timeframe 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 campaign design, design, 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	M??? – 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

9.3 H3 Work Plan

Type of activity	Description	Efforts Frequency	Planned Timeframe and Tasks	Task Reference
Creating the VIMpay Styles, Graphic Identity, and Templates	Standardizing the use of terminology and grammar to make VIMpay messages and materials applicable to all VIMpay targeted audiences will be key to the VIMpay branding process. A VIMpay guide for specific branding, web and visual guidelines will be created	N/A	M12 (July) - Terminology and language guidelines	RoadmapMarketing-83
	The VIMpay graphic identity will involve the use of logos, typefaces, and colors to create a clearly recognizable image. Through consistent graphic identity, VIMpay will project a strong, unified, and professional image	N/A	M12 (July) - Brand Book design	RoadmapMarketing-83
	All VIMpay templates will conform to the VIMpay Styles and Identity Guidelines. The templates will be used for all VIMpay documents. By using a standard VIMpay template, a recognizable VIMpay identity will instantly be achieved	N/A	M12 (July) - Template design	RoadmapMarketing-83
Updating the VIMpay Website	A regular website update process for the VIMpay website will be implemented. The update process will guarantee that VIMpay remains fresh and follows trends that appeal to the intended user group	N/A	M14 (October) - Design optimization and UX Analysis	RoadmapMarketing-27
Social Media content	All Continuous online marketing and communication efforts that will be implemented through out the project and after the project scope The focus will be on: 1. Social media content for Facebook, Twitter, Instagram, Google+	Continuous (Online)	M12 (July) – ongoing work flow	Integrated into a daily work flow for social media

App Store Optimization	App Store optimization for Android and iOS		M12 (July) - Ongoing optimization tasks	RoadmapMarketing-81
YouTube Videos	Recently completed VIMpay videos will have to be prepared for distribution on YouTube The focus will be on: 1. Distributing all VIMpay videos from the VIMpay YouTube channel		M14 (October) - VIMpay videos distribution on YouTube	RoadmapMarketing-80
Affiliate Marketing	All network content for the VIMpay affiliate marketing campaigns will be created for to meet specific network requirements		M15 (November) - Campaign setup	RoadmapMarketing-84
Google AdWords campaigns	All VIMpay keyword search and display marketing marketing will be conducted though the google AdWords platform.		M15 (November) - Campaign setup	RoadmapMarketing-85
Existing PayCenter customer contact	A VIMpay marketing strategy for all existing PayCenter customers (active and inactive). This will focus on ALL PayCenter products	Pulse (Online)	M12 (July) - creation of mailing list with all the customers M12 (July) - creation of a mailing list strategy	RoadmapMarketing-36
Press Releases	Press releases will be issued periodically in order to inform users and potential users of the VIMpay features. The following will be responsible for the initial press releases: 1. petaFuel GmbH 2. MasterCard 3. Computerbild		M15 (November) - Press release creation	RoadmapMarketing-35
In-App advertising	VIMpay will be advertised on the following apps: 1. 123banking 2. MasterCard App 3. Banking PayCenter App 4. IBAN Rechner		M12 (July) - Strategy development M12 (July) - Content creation	RoadmapMarketing-37
App Stores	In-store advertising in all the major app stores		M12 (July) - Research M12 (July) - Strategy development	RoadmapMarketing-61

<p>Continuous VIMpay public awareness efforts and promotions</p>	<p>The following items will be used to create VIMpay public awareness:</p> <ul style="list-style-type: none"> i) VIMpay lapel pins ii) VIMpay Key finder iii) Pizza cartons <p>Additionally, specific promotional items will be created for the university campaigns that target university students.</p>	<p>Continuous (Offline)</p>	<p>M12 (July) – Strategy development</p> <p>M15 (November) - Campaigns start</p>	<p>RoadmapMarketing-82 + RoadmapMarketing-39</p>
<p>Specific VIMpay public awareness efforts and promotions</p>	<p>Individual and specific items and efforts have been planned as part of the one-time VIMpay promotional efforts. These include:</p> <ul style="list-style-type: none"> i) Press releases in print newspapers <ul style="list-style-type: none"> a) By petaFuel b) In coordination with MasterCard c) In coordination with Computerbild ii) A VIMpay Festival is planned after the launch on the ready-to-market VIMpay version 	<p>Pulse (offline)</p>	<p>M15 (November) - Press release review</p> <p>M15 (November) - Press release approval</p>	<p>RoadmapMarketing-35 + RoadmapMarketing-67</p>

References

- [1] Pew Research Center, „Mobile Messaging and Social Media 2015,“ 2015.
- [2] G. F. S. B. R. I. artin-Wilbourn Partners, „Google Plus Demographics & Statistics,“ 2015.
- [3] Global Web Index, „GWI Social Summary,“ Q3 2015.