Marketing Branchless Banking
Examples from around the world
May 2011
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Introduction

• A heavy investment in marketing (especially advertising) is increasingly seen as a critical component for a successful branchless banking (BB) service

• However, some services have invested millions in advertising with minimal results and low awareness

• Mobile money is a new concept that is being introduced in cash-based economies where people are not familiar with checks, debit/credit cards or even bank accounts as an alternative to cash for storing value

• Effectively communicating what the service is, why the customer should use it and how they can use it is not easy and will take multiple steps
Some Basic Definitions

Above the Line (ATL) advertising
• Advertising to a mass audience
• Usually done via mass media like TV, radio, newspaper and billboards
• Often used to establish brand identity and general concepts
• Effective when the target group is large and difficult to define

Below the Line (BTL) advertising
• Advertising that is targeted at individuals according to their needs and preferences and is driving towards a specific sale.
• Usually done via direct means of communication (e.g., direct SMS or in person) as well as road shows, street theater, etc. It includes all activities once a customer has entered into a retail outlet.
• Effective when targeting specific customer segments with unique value proposition.
Some lessons learned from early marketing strategies

• Too much reliance on above-the-line (ATL) activities like TV, radio and billboards without enough below-the line (BTL) interaction and customer education, especially face-to-face.

• Vague ads about having a ‘bank in your pocket’ confused customers who did not understand the product. They also portrayed mobile money as a premium service for high-end users.

• MNO-led implementations often just focused on the brand since airtime competition is brand-based. However, while customers already know what airtime is, they don’t know what mobile money is and so the brand-based marketing was not very effective.
BB implementations have revised their strategy and tactics

• Pick one key message to start with and keep it simple and focused. Don’t pack several messages into one ad!

• Use ATL strategically to raise awareness of the brand and service

• Adverts should drive customers to people (e.g., agents) who are motivated and trained to patiently explain the product to customers

• Use real-life examples to communicate practically what the product is and how it might be used. These usage scenarios should be applicable to unbanked people.

• Segment your target customers and focus on the ‘pain points’ each group experiences with cash

• Explain what the service is, why a customer should use it and how they can use it – this will take time and money
Sample Progression of BB Marketing Stages

**Raise awareness on WHAT product is**

Introduce basic concept of moving money around on your phone

Use simple, real-life examples and messages (e.g., buy airtime with your phone or send money home)

**Persuade customers WHY they should use product**

Identify customer pain points and create adverts that communicate directly to these pain points and why this service will help their daily lives

**Make sure to guide customers on HOW to use service**

Customers will need help, especially at the beginning before critical mass of customers can teach each other. Agents should be well-trained to offer customers support.

And don’t forget the brand!

CGAP
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Providers are increasingly prioritizing BTL activities, especially in poorer and less educated countries

- ATL plays an important role in raising awareness and introducing a brand to the public
- However, providers are learning that millions spent on TV and radio advertising may not be enough to get customers signed up and transacting
- Instead, customers in many markets (especially those with a less educated population and an oral tradition) need face-to-face interaction
- Providers believe it takes 15 – 30 minutes of personal interaction before a customer understands mobile money

“I wish it was as easy as putting up a billboard in every dusty village in Tanzania. But it’s a lot harder – it’s about guys walking around the villages with a T-shirt saying, “Ask me about M-PESA!” and striking up conversations. It’s about canopies in front of agent shops and a massive focus on educating one potential customer at a time.”

- Jacques Voogt, Head of Vodafone M-PESA in Tanzania
Variety of Below-the-Line activities are in use today such as:

- Registration tents/canopies at local events or in front of agent shops
- Sponsoring local events
- Street Theater
- Audiovisual van accompanied by music and drama
- Roving ‘educators’ who are focused on training people
Proper branding/merchandising at agents is an important part of BTL marketing.

All agents should be consistently branded. At a minimum:

1. Signage that clearly identifies that agent belongs to certain service
2. Official agent # or ID
3. Official price sheet clearly displayed
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4. Marketing examples from around the world
Context: In December 2008, Pakistan’s second largest mobile operator Telenor (21.7m active SIM connections, 22% market share) purchased a 51% stake in Tameer Microfinance Bank. The two created a branchless banking joint venture called easypaisa.

Easypaisa offers both over the counter (OTC) bill payment and money transfer services as well as a mobile wallet with which customers can do a wide range of transactions including deposits, transfers, bill payments, airtime top-ups and withdrawals. A phased approach was adopted with OTC services rolled out first followed by the mobile wallet.

Telenor has handled easypaisa’s marketing campaign. They have invested millions of dollars in marketing and produced high-quality advertisements. First, easypaisa OTC was rolled out using general brand-building ads coupled with functional ads explaining the product. The approach was successful in establishing the brand and creating high usage of OTC services. Next, the mobile wallet was launched with a view to leverage the existing OTC product. However, it was harder than anticipated to switch customers from OTC to mobile wallet based on general ads and customers needed more information explaining the functionality of the product.
For the launch of easypaisa, Telenor focused on promoting and establishing the brand coupled with explaining the functionality of the OTC products. This was important in establishing awareness and trust in the new brand.

The video above is supposed to show the challenges of everyday life in Pakistan. A man is in a maze but there are lots of barriers and obstacles he encounters.

Easypaisa launched print ads at the same time showing the same man on a very straight path with no obstacles. The point is that easypaisa simplifies your life and makes it easier.
The second component of the launch campaign involved establishing the functional aspects of the OTC products (giving solutions to the problems). The Utility Bill Payments and Money Transfer advertisements are illustrated below.

http://youtu.be/3S4RXzGdemY

http://youtu.be/2uNQOLovqj8

http://youtu.be/s4h7oiOC3kA
Easypaisa’s Marketing: Stage 2
Launch Mobile Wallet

After Stage 1, mobile wallets were introduced and a thematic campaign was rolled out to leverage upon the functionality established on the OTC products. This campaign focused around the ease, simplicity and convenience of Mobile Wallets.

The Problem? The ads are very general. Most customers did not understand what the Mobile Wallet was or how they could use it and so the customers did not relate to these ads.
Easypaisa’s Marketing: Stage 3
Re-aligning the approach for Mobile Wallet

• Easypaisa realized that, despite a very creative ad and significant marketing spend, most people did not understand what the mobile wallet was or how to use it

• They are now going back to the approach followed for OTC products and describing the functionality of the Mobile Wallet to the customers

• Once customers understand the mobile wallet, easypaisa can again reinforce the benefits and convenience of Mobile Wallet to strengthen the brand.
EKO’s Marketing Strategy

**Context:** EKO started as a company in September 2007 in India. It provides BC (banking correspondent) services to several banks such as the State Bank of India (begun in Feb 2009). Unlike most of the other providers featured in this deck, EKO is a start-up and does not have the same resources for marketing as larger organizations have. Therefore it has had to be very strategic and innovative to make the most of every dollar spent.

EKO has focused on three themes in its marketing strategy:

1. **Market Research** – EKO did extensive market research in order to establish which pain points were most important to customers and what they should focus on. The market research revealed that safety/security and ease/convenience were the most important issues.

2. **Awareness Raising through BTL** – Since EKO did not have enough funds for ATL, it focused on a lot of BTL such as street theater, canopies in front of agent locations, etc.

3. **Focus on quality above quantity** – EKO cannot afford to pay for customers to register who do not then regularly transact. The emphasis has always been on getting the ‘right’ customers who will transact. They have not done promotions just focused on sign-ups and emphasize customer education.
EKO’s Below-the-Line Marketing Activities

Snakes and Ladders Game
EKO has developed a strategy for group customer education. First, a strategic location is chosen and marketing materials are set up, including a snakes and ladders game to create awareness about financial services and catch the attention of people passing by. Participants move up in the game and learn about positive attributes of EKO and move down when a customer pain point is mentioned.

Drama
Once a sizable group (40-50 people) has gathered, a street theater ensues. The subject is a young man who is about to get married but does not have a bank account. He is told by a wise older man about the importance of a bank account now that he will have many responsibilities and the ease of accessing an account through EKO.
Importance of branding for EKO

In contrast to several other providers featured here, EKO is a start-up with *almost no brand recognition* of its own.

It is also operating a *bank-based service* and encouraging customer savings.

As a result, it features the brand of its partner banks prominently to facilitate customer trust.
EKO Lessons Learned

• **Importance of gaining customers’ trust** (through appropriate branded material at agents, getting customers to trial the product and verify it works, etc.)

• **Challenges of gaining trust without any ATL** – Although BTL is very useful, ATL helps to build the brand and raise awareness and trust as a product that is legitimate

• **Making Product Physical** – EKO found that customers wanted something tangible as it creates a sense of value and so issues a kit with a User Manual and a booklet

• **Pricing promotions broadcast by direct SMS** worked very well to drive transactions
Orange Money Mali’s Marketing Progression

**Context:** Orange Money in Mali is the youngest of the four services featured in this case study as it launched less than one year ago in May 2010. It followed the launch of Orange Money in Côte d’Ivoire. Although the Orange headquarters provides support, each country is responsible for its own marketing. Mali is very different from Côte d’Ivoire as it is much more rural and the people are less educated. Orange needs to invest a lot more in basic awareness building and explaining what the product is than the service in Côte d’Ivoire.

Orange Money has a 3-step approach to marketing:

1. **Big ATL campaign to describe what the product is**— In the first stage, Orange Money invested heavily in TV/press/radio/billboards to focus on what the product is and what you can do with it. The simple message was focused on ‘Send money from your mobile phone.’ Very importantly, the ads drove customers directly to distribution points where they would get assistance.

2. **Different marketing medium to explain how product works**— Orange Mali has achieved a 60% awareness of mobile money but people do not understand how to use the product. The current focus is on a mix of ATL and BTL to educate customers.

3. **More autonomy to distributors**— In the future, Orange Mali will give distributors budgets to market locally in their regions most effectively.
Orange Money’s Below-the-Line Marketing Activities

**Road Shows**
Orange Money Mali has an audiovisual truck which it uses to go around the country with music and animation to conduct road shows. This raises awareness and interest.

**Direct SMS, especially for promotions**
Orange Money has had success with promotions such as free transfers during Ramadan or double bonus on airtime purchased through the phone. The primary way they communicate this to customers is Direct SMS. The number of active customers roughly doubles during these promotions.
Orange Money Mali Lessons Learned

• Importance of face-to-face customer education - Although Orange Mali developed a leaflet with lots of illustrations to explain the product, they’ve found that nothing replaces personal interaction. Mali has an oral culture and Orange Money has now deployed ‘Boys and Girls’ to move around and explain the product to customers and help them get started.

• Importance of driving customers to these Boys and Girls – All other marketing medium (TV, radio, etc.) needs to drive customers to a person who can explain the product to them and convince them to sign up. Otherwise, nothing will happen. For example, they found that the route and stops of the audiovisual truck were not carefully aligned with distribution points. This has now been fixed and customers are now directed to Boys and Girls or other agents.
Vodafone M-PESA’s Marketing Progression

**Context:** Vodafone M-PESA launched in April 2008. After the huge success of Kenya next door, there were high expectations for M-PESA in Tanzania and significant amounts pumped into marketing and agent acquisition. Initially, growth was lower than expected and after millions of dollars, less than half of Vodacom customers were aware of what M-PESA does. It has since significantly retooled its marketing strategy.

Vodafone M-PESA has gone through at least three different stages of marketing:

1. **Brand Awareness** – Primarily above-the-line marketing to introduce customers to the new brand and focus on M-PESA as a money transfer service

2. **Usage Scenarios** – M-PESA developed usage scenarios that applied to average Tanzanians. These scenarios conveyed the message that M-PESA is not just about sending money home, it can help in all sorts of situations. For example, if you are a truck driver and stuck in a remote town, you can use M-PESA to buy more fuel (see examples on slides 56-58).

3. **Convenience through extensive agent network** – “M-PESA is everywhere” – The latest marketing push was focused on expanding the agent network. M-PESA increased agent commissions so that they are viable at lower numbers of transactions. Agents are also better trained to offer increased customer support and education. This has greatly increased M-PESA’s footprint throughout Tanzania.
Examples of successful Vodafone M-PESA marketing initiatives

Radio Shows
Vodafone M-PESA does radio shows where the promoter explains how M-PESA is used and invites people to call in and send money to/from promoter. Listeners can hear real-time how fast the transfers occur. These turn into testimonials as the radio announcer asks the callers when they last used M-PESA and what they used it for.

Recharge and Win
Vodacom thought that it would be easier for customers to quickly understand and use airtime top-up via M-PESA rather than money transfer. So, it introduced a promotion called ‘Recharge and Win’ where customers get a chance to win prizes based on how much airtime they buy. This was a highly effective campaign and increased exponentially the amount of airtime purchased with M-PESA.
Key lesson learned has been the importance of **below-the-line marketing** and **education-based marketing**, as opposed to just brand building.

In a country where 72% of the population live in rural environments like Tanzania, people learn and come to trust a service through face-to-face personal interactions, rather than billboards. The low literacy rates means that verbal communication is the preferred marketing channel.

If Vodafone M-PESA could start over again, it would dedicate many more resources to BTL to support the ATL call to action.
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4. Marketing examples from around the world
Country: Pakistan

Service: easypaisa

Provider: Tameer Bank/Telenor

Services offered: Airtime top-up, bill payment, money transfer, international remittance

Tagline: No consistent tagline

Message/positioning: Various ads focus on specific functionality, most notably anytime, easy transfer and utility bill payment. (Initial focus on “bank in pocket” message and imagery)

Target customer: For mobile wallet - upscale urban users, likely existing bank account holders who would be familiar with basic banking – i.e., focus on additive vs. transformational. For OTC - wider range of users featured.

Media: TV, print, billboards, and other innovative outdoor.

Analysis: Focus on existing bank account holders with upscale imagery (hip female dressers, jeans, light skin) and ads in English; limited unbanked relevance. Very high quality production value with range of creative.

NOTE: New ads to be released shortly will focus more on functionality and reflect easypaisa’s revised marketing strategy.
NOW PAY UTILITY
BILLS & TRANSFER MONEY
WHEREVER
YOU`RE READING
THIS NEWSPAPER
EASILY FROM
YOUR OWN MOBILE!

Visit your nearest Telenor Sales and Service Center, Telenor Franchise or Tameer Bank
branch with your original CNIC to open an easypaisa mobile account today!
easypaisa ads
easypaisa video

http://www.youtube.com/watch?v=SUAaGE3UXS0

http://www.youtube.com/watch?v=9Ay1XLu_RPU

easypaisa Bill Payment
easypaisa Bill Payment
Provider: Globe Telecom
Service: GCash

Country: Philippines

Services offered: Airtime top-up, Bill payment, Domestic and international money transfer

Message/positioning: Use humor, celebrities, and brand imagery/color to focus on accessible outlets, cheap and easy remittances, and discounted airtime load.

Target customer: Upscale, hip urban consumer. Appeal to young, tech-savvy customers with social media (Facebook, etc.), partnerships with online gaming, and reality TV and movie stars.

Media: TV, print.

Analysis: Seems to primarily focus on domestic remittances; not as much about other range of banking products. TV ads and serials create cool factor with celebrities, fashionable sets, outfits, and color. Trying to create aura of neighborhood accessibility.
Using GCash for Facebook games

No need to sell your FarmVille cow to the Mafia.

USE GCASH to buy the Villa!

3 easy steps:
1. Click GCASH
2. Click “Deposit” or “Top-up”
3. Select Network: Globe GCASH

CGAP
EUGENE DOMINGO (Filipino celebrity): “You have a new member in your neighborhood. It has the most no. of outlets and cheapest remittance fees. Send money using GCASH Remit! GCASH Remit, your new neighbor! Now, GCASH Remit, has domestic remittance services! It has the most no. of outlets, cheapest remittance fees, and free airtime load with text alert! Send money using GCASH REMIT, your new neighbor! “

http://www.youtube.com/watch?v=of0CDcvtUsA
**Provider:** Equity Bank and Safaricom  
**Service:** M-Kesho  
**Country:** Kenya

<table>
<thead>
<tr>
<th><strong>Services offered:</strong></th>
<th>Primarily savings with link to M-PESA account for money transfers and other services</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tagline:</strong></td>
<td>No consistent tagline</td>
</tr>
<tr>
<td><strong>Message/positioning:</strong></td>
<td>Better, safer way to save than traditional methods</td>
</tr>
<tr>
<td><strong>Target customer:</strong></td>
<td>Focused on existing Equity customer profile (i.e., lower/middle income, people coming to banks for the first time).</td>
</tr>
<tr>
<td><strong>Media:</strong></td>
<td>Banners and TV.</td>
</tr>
<tr>
<td><strong>Analysis:</strong></td>
<td>Clearly focus on comparisons against “traditional” ways to save (exposing inefficiency, risks, etc.), with clever, humorous, and engaging stories – however, never really spells out product and relies on existing knowledge. Highly relevant to poor and unbanked. Does not clearly spell out benefits (pricing, interest rate, etc.) or functionality of products.</td>
</tr>
</tbody>
</table>
M-Kesho TV Adverts

M-Kesho Headgear

http://www.youtube.com/watch?v=EBA4DC-zmeA

M-Kesho Hole

http://youtu.be/fJqJsvKZpco
Other M-Kesho ads

“M-KESHO IS THE NEW WAY TO BANK FOR ME SO I CAN LOOK AFTER MY BUSINESS”

“M-KESHO IS THE NEW WAY TO BANK FOR ME SO I CAN LOOK AFTER MY FAMILY”

“M-KESHO IS THE NEW WAY TO BANK FOR ME SO I CAN LOOK AFTER MY FUTURE”
Provider: Vodafone Fiji
Service: M-Paisa

Country: Fiji

Services offered: Airtime top-up, bill payment, salary payment, domestic money transfer

Tagline: “Power to you”

Message/positioning:
- Focus on empowerment of being able to pay/transfer anywhere, anytime.
- Some ads focused on airtime promotions.

Target customer:
- General audience, no particular demographic focus.

Media:
- TV, print.

Analysis:
- Clever use of everyday situations (paying a taxi driver, getting school fees, need to send money to parents) to illustrate empowerment benefits of mobile money. Generally upbeat, accessible, and fun with images and characters. Focus on solving real problems in easy way.
M-PAiSA TV adverts

Transfer Money

Buy goods and services

http://www.youtube.com/watch?v=pS5FCbHZmxQ

http://youtu.be/cKLboKMcdCE
**Provider:** Safaricom  
**Service:** M-Pesa

| **Country:** Kenya |  |

**Services offered:** Airtime top-up, bill payment, domestic and international money transfer, merchant payments, link to bank account

**Tagline:** “Send money home” initially; now less focused on single tagline (e.g., “Changing Lives”)

**Message/positioning:** Faster, easier way to transfer money was initial focus; now messaging hope, aspiration, and other intangible benefits.

**Target customer:** Working class/Middle class focus (with some aspirational images of upper middle)

**Media:** TV, print, etc.

**Analysis:** Initially focused squarely and obsessively on easy transfer, with print ads featuring narratives around send money home. Now, with increasing awareness, focus is shifting towards general brand sentiments and aspirations, including messages about family, love, etc.
M-PESA Kenya: The beginning

M-PESA started with a very simple proposition – “Send Money by Phone (“M-PESA is the new, easy and affordable way to send money home”) – to describe the service to customers
As the use of M-PESA spread, it started marketing different features such as paying salaries and bills.
Once M-PESA became a household name, its marketing changed dramatically. The adverts were no longer teaching customers about specific product functionality, but focused on building an aspirational brand around concepts like love and opportunity and included a new tagline: ‘Changing lives.’
Provider: MTN
Service: MTN Mobile Money
Country: Côte d’Ivoire & Ghana

Services offered: Airtime top-up, money transfer

Tagline: “Your money, with you, everywhere” (Côte d’Ivoire)

Message/positioning: Mix of messages across TV and print. Print focuses on convenience and anytime airtime purchase and anytime banking. TV focuses on ease of transfers and security.

Target customer: Range from higher end restaurant goers and businessmen to apparently poorer and low-tech villagers (i.e., unbanked)

Media: TV, print.

Analysis: Mix of quality and clarity.
“Buy airtime credit at any moment”

“Transfer money in all simplicity”
PROMOTION – Send money with Mobile Money and win a school kit (100 given away each week)
MTN Mobile Money - Ghana

http://www.youtube.com/watch?v=vFuwTF1BSWo

MTN Mobile Money
Transfer Ad
Provider: Orange (France Telecom)  
Service: Orange Money  

Country: Côte d’Ivoire

Services offered: Airtime top-up, bill payment, money transfer, merchant payment

Tagline: No consistent tagline

Message/positioning: Focus on range of functions, including bill pay and purchases. Also ads featuring time-bound promotion for free transfers and withdrawals. Attempts to create general sense of ease and approachability with fun cartoon images. Limited focus on “mobile.”

Target customer: Focus on “everyone”. Cartoon images depict savvy kid, housewife, and two middle-aged males. One image features upscale surroundings (recliner, halogen lamp, TV) suggesting more upscale focus, at least for bill pay.

Media: Billboards and print. (Not able to locate other.)

Analysis: Various ads focus on particular function, but little technical explanation of product functionality.
“An account for everyone”

“Everything becomes easier with your mobile”
Orange Money Côte d'Ivoire

Merchant Payments:  “Buy everything with your mobile”

Bill Payments:  “No more need to move to pay your bills”
Provider: Digicel  
Service: TchoTcho Mobile  
Country: Haiti

**Services offered:** Airtime top-up, bill payment, money transfer

**Tagline:** “My phone is my wallet”

**Message/positioning:** Focus on range of functions, including transfers and storing value.

**Target customer:** Middle income people including minibus driver, elderly woman and housewife with daughter. All are well-dressed and exude confidence and fun.

**Media:** TV ads (Not able to locate other.)

**Analysis:** Upbeat and accessible ads focusing on using mobile money to solve practical problems like sending money home or keeping money out of reach of the grandsons. Seems to target unbanked people who are currently storing money in informal ways.
TchoTcho Mobile Haiti ads

TchoTcho Mobile Overview Ad

http://youtu.be/KZP9C2Zsl2c

TchoTcho Ad focusing on Security

http://youtu.be/QwMDUFjN9PQ
| **Provider:** Vodacom Tanzania  |
| **Service:** Vodafone M-PESA |

| **Country:** Tanzania |

| **Services offered:** | Airtime top-up, bill payment, money transfer |

| **Tagline:** | Launched with “Send Pesa by Phone”, but later lack single tag – perhaps “Send, spend, receive cash on your mobile” |

| **Message/positioning:** | Focus on range of services: send, spend, receive cash on your mobile. Tone of happy, upbeat, colorful images. Also select co-branding ads (with electric utility) and use-based sweepstakes. |

| **Target customer:** | Range of middle class workers: shopkeeper, truck driver, business man |

| **Media:** | Focus on outdoor; some radio/TV. |

| **Analysis:** | Colorful, happy imagery lends brand accessibility, with particular focus on working class. Possible confusion with brands and logos between Vodacom (the MNO provider) and Vodafone M-PESA. |
Vodafone M-Pesa

Tagline for original advertisements was ‘Send Pesa by phone’ and closely followed M-PESA Kenya imagery of money flying in and out of phones.
Vodafone M-Pesa

Money Transfer:
“Sign up now to get an easier and cheaper service to transfer money.”

Bill Pay
Vodafone M-Pesa

Airtime Top-Up:
“With M-PESA you never run out of airtime during a conversation.”

Money Storage:
“Travel anywhere while keeping your money safe.”
“Use to Win” – Each time you use M-PESA you are entered into a sweepstakes to win about $27,000
Provider: ANZ Bank  
Service: WING Money

Country: Cambodia

Services offered: Airtime top-up, bill payment, money transfer, salary payments

Tagline: Unknown

Message/positioning: Send and receive money easily; emphasize lack of intimidation, potential for use even for unsophisticated, low-tech customers.

Target customer: Ads show full range of potential users, from upper middle class urban youth to older farmers.

Media: Outdoor, print, TV.

Analysis: Campaign is light-hearted, uplifting, and even humorous – particularly the TV spot with the farmer and cow. Succeeds in making product seem accessible.
WING Money

Lots of Below-the-Line activities

Promotions/prizes – free motorbikes, cell phones, etc.
WING Money: Advert for Money Transfer

http://www.youtube.com/watch?v=CNiXOiFXgRQ

WING Money transfer ad
Provider: Zain Telecom
Service: Zap (now Airtel Money*)

Services offered: Airtime top-up, bill payment, merchant purchases, money transfer

Tagline: “Money in your hand”
“Much more than money transfer”

Message/positioning: Focus on new way to do payment and transfers, but suggesting greater functionality than transfer-focused M-Pesa – payments, transfers, salaries, banking links, airtime.

Target customer: Upscale (based on imagery and scenes/characters – well-done nails and designer bag; boutique fashion shopping; etc)

Media: TV, print.

Analysis: Ads seem focus on well-to-do customers, suggesting users are already familiar with banking; less relevance for unbanked. Evolution ad positions service as groundbreaking and historic, perhaps causing customers to take note. Ads rely on “more than money transfer” tagline without making this real – what is world of functionality and how is this different than alternatives?

* Zain has been purchased by Airtel. The Zap mobile money business has been rebranded as “Airtel Money.”
Other Interesting Ads: Evolution, by Oi Paggo (Brazil) and Zap (Africa)

http://www.youtube.com/watch?v=yFdDs-EvR-I
http://www.youtube.com/watch?v=4Uo5ggEqSw&feature=youtu.be

Wonder which one came first?
Other similar ads
Send Money Home – by M-Paisa (Fiji) and XacBank (Mongolia)

http://www.youtube.com/watch?v=C3e9HrHZuy0

http://youtu.be/KIDrcwmyCaQ
UBL Pakistan
Advertising its role in helping facilitate payments after devastating floods
Advancing financial access for the world’s poor

www.cgap.org
www.microfinancegateway.org