EARNEST

FINALIST 2014
B2B AWARDS

Any which way

Category number: **1**

Category name: **Best multi-channel campaign**

Campaign name: **Any which way**

Agency: **Earnest**

Client: **Worldpay**

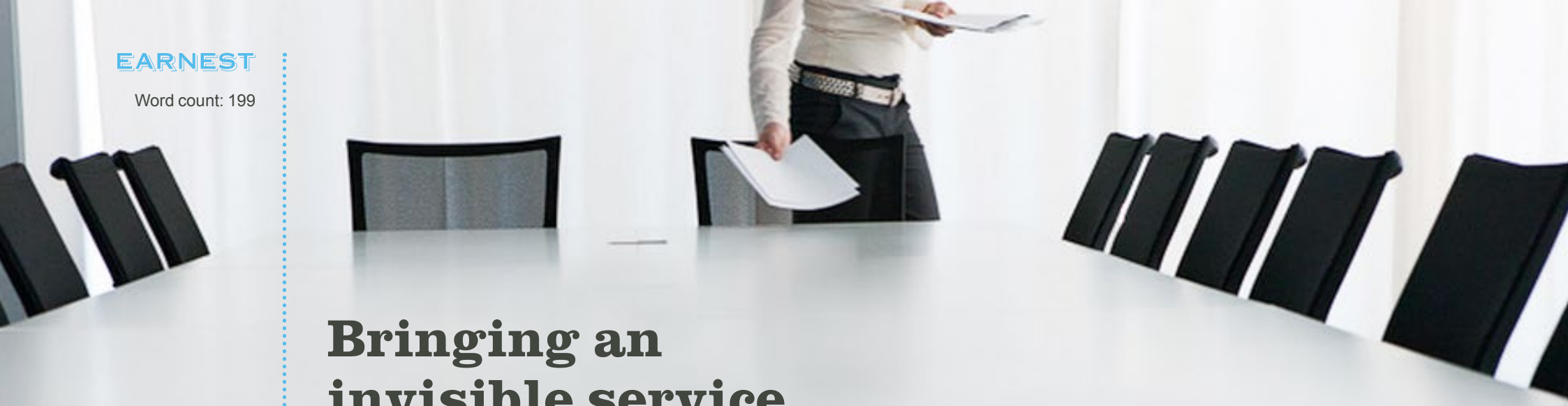
Website: **www.anywhichway.worldpay.com**

Word count: **861**

Worldpay

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Word count: 199



Bringing an invisible service into the spotlight

You've already met our client Worldpay. Today in fact. You quite possibly used their service earlier – maybe paying for breakfast, maybe even a taxi getting to awards judging session.

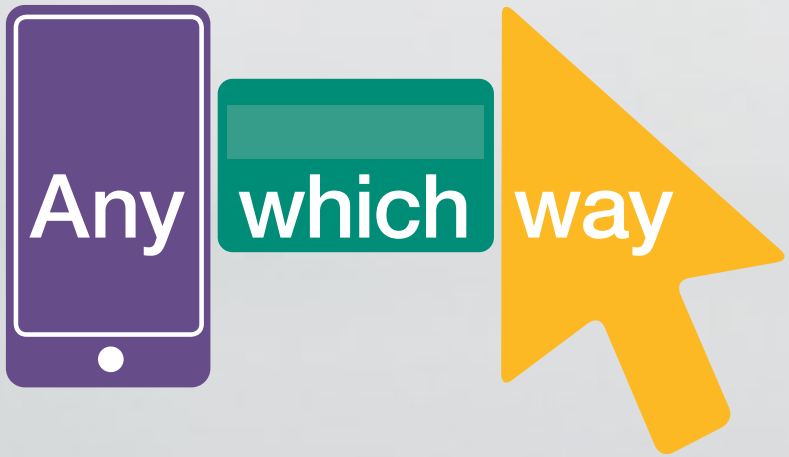
The chances are you'd not heard of them. But if you were a retailer, hotel, restaurant or even garage then Worldpay plays a pivotal role in your business. Because you need your customers to pay – and today's demanding consumer has found yet another thing to be more demanding about. They want payments to be as flexible as they are, on their terms. Debit card, credit card, cashless card, direct debit, in the store, online, even mobile.

For organisations this is a challenge – how to keep up and stay aligned with your customers.

Worldpay enables all of this and then steps in with a ground-breaking, unique solution – Worldpay Total. This new payments platform delivers the 'omni-channel' experience for organisations without the need for in-house IT expertise.

The campaign task was to educate the audience about their changing customer, position Worldpay as the answer and generate leads.

This is the story of how 'Any Which Way' came to life – a multi-channel campaign promoting, well, multi-channel...



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About the client

Worldpay is one of those huge companies you may never have heard of. It's there to help organisations sell more – by providing payment solutions that are used by consumers across the world. Worldpay processes 26m transactions every day, across 120 countries and half of the UK's card transactions go through it's systems.

Strategy – broader business issues the company is facing

The campaign strategy stemmed from how consumer expectations of payments had changed – which impacted directly on businesses and created a latent need for 'omni-channel' payment platforms.

There were three elements to the strategy:

Education: changing the way businesses think about payments

- Imparting knowledge to businesses about consumer behaviour change
- Equating payments with delivering the right customer experience
- Which in turn boosts business revenues

Engagement: bringing the issue to life

- Turning a dry 'hygiene factor' business choice into something genuinely interesting
- Making it fun (yes, we did say that…)

Demand: showing how Worldpay offers the best solution to the business need

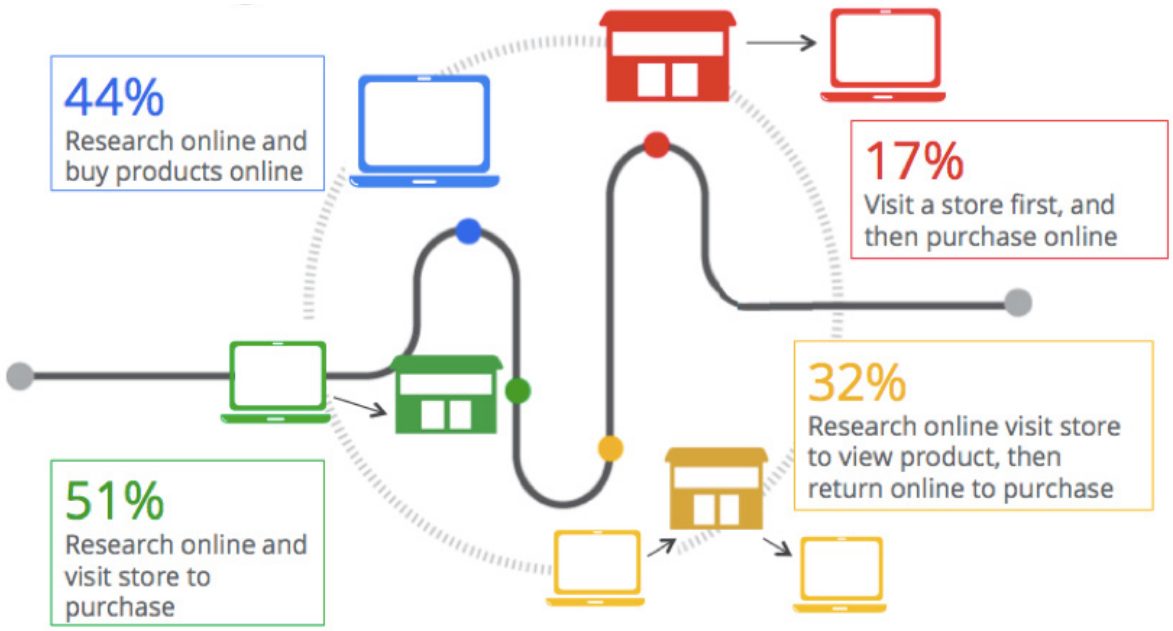
- Showing Worldpay's credibility and strengths
- Proving its capability
- Demonstrating business value

Objectives of the campaign

The campaign task was manifold:

- To educate the audience about the changing customer
- Getting business to reappraise payments – seeing them as integral to delivering a better customer experience and improved growth
- To show how Worldpay can deliver the omni-channel experience for retailers – with minimum risk and disruption
- To generate over 600 qualified leads for the very hungry Worldpay sales force!

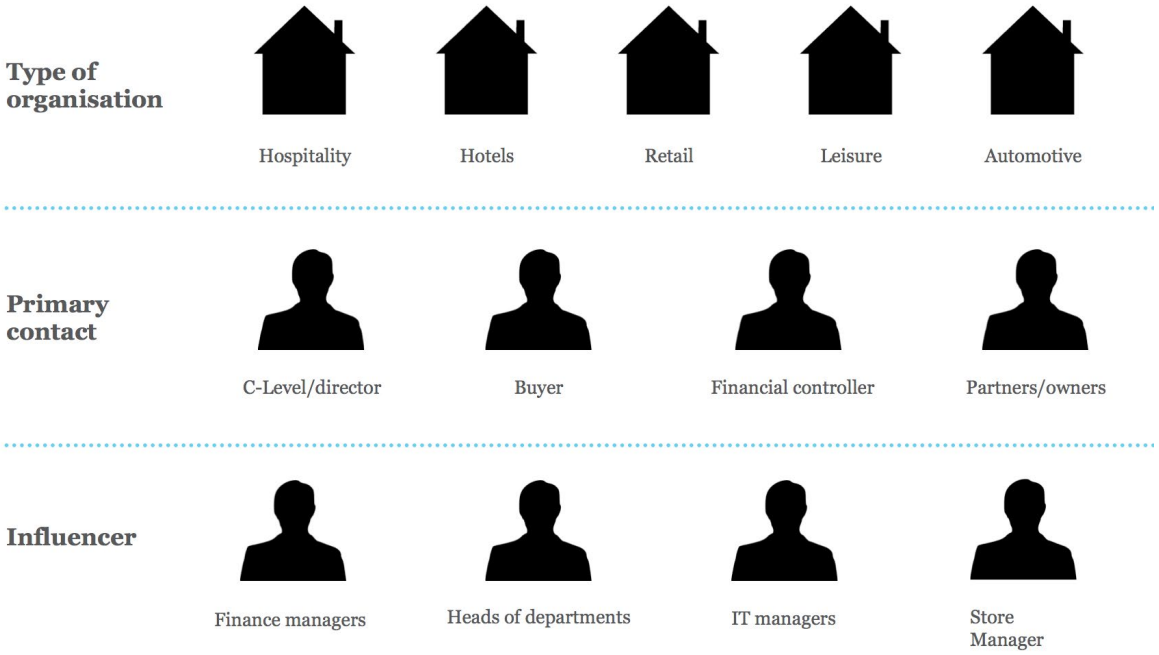
Lines between offline and online shopping experiences are blurring



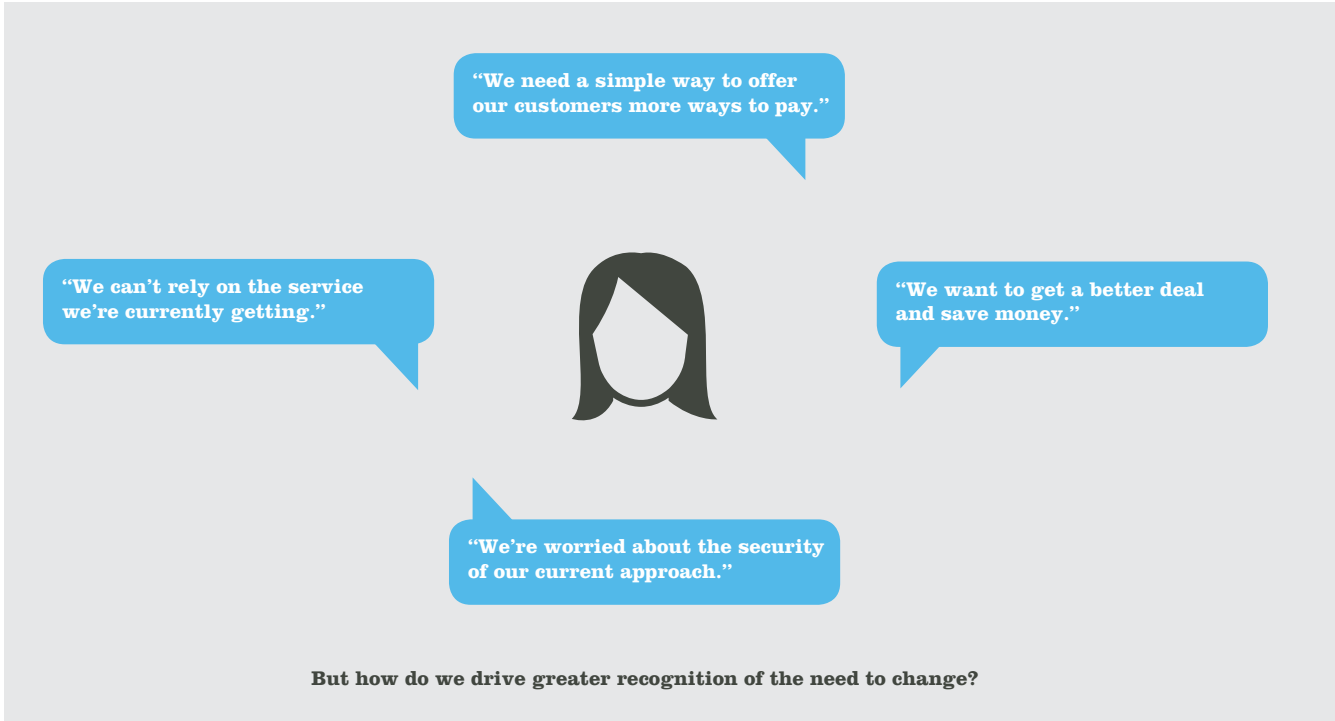
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The target audience

The campaign had specific targeting at its heart – from the five target verticals to role-based segmentation through to an influencer target group.



We analysed each audience and developed the core 'issue-based' messages for each (see right) and then developed a Worldpay story for each. This informed the campaign messaging but was also was fed to the inside sales team for lead follow up.



The solution – the Any Which Way campaign

This integrated campaign was based on some key principles:

- Highly segmented audience – across verticals, job roles and organisation size
- Content-led – using different types and formats of content mapped against the buying cycle
- Outbound and inbound – using email and direct marketing alongside search and social media
- All based on 'FAME' (Worldpay's Fully Automated Marketing Engine). The foundations were marketing automation / lead nurturing technology using the Force24 platform.

The proposition

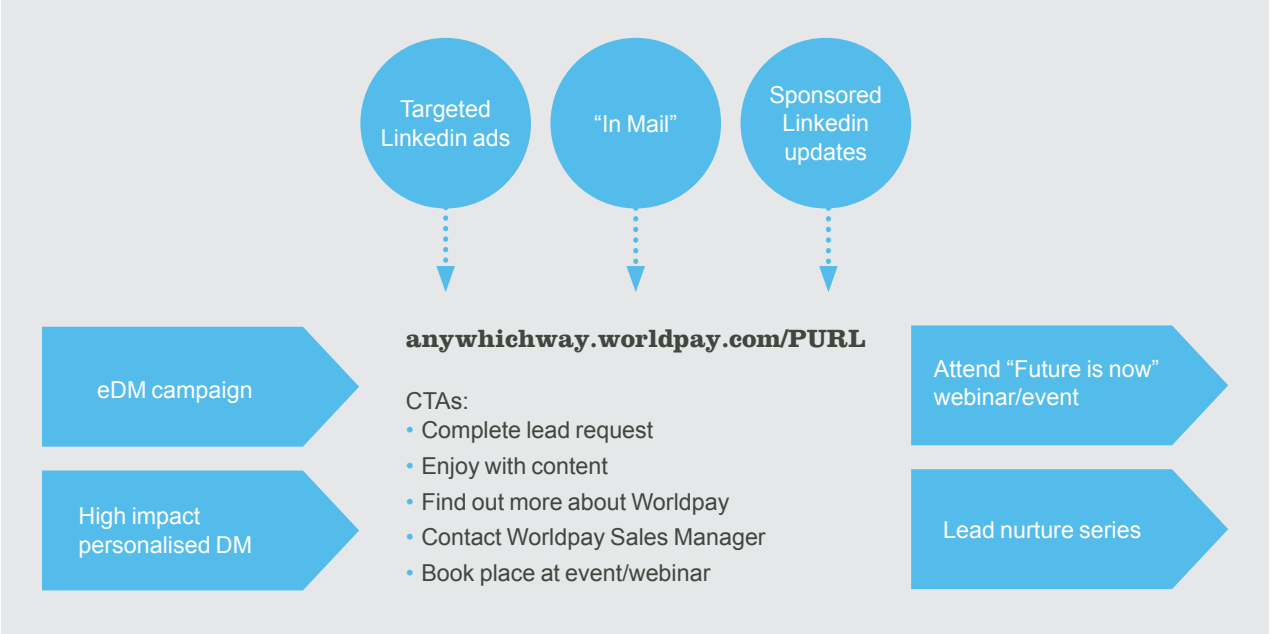
We needed a simple, easy to remember proposition that decision-makers would instantly 'get' and see as relevant.



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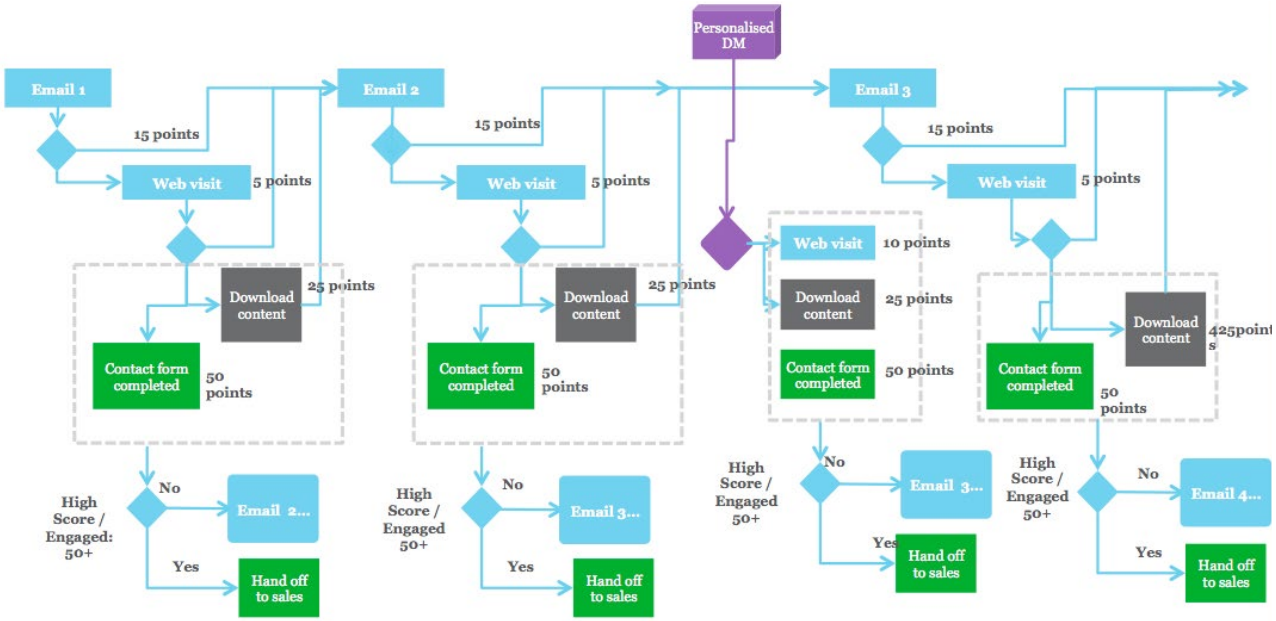
Campaign framework

Whilst this was a highly complex campaign, segmented into audience verticals and job functions, at a top level the campaign was as follows:



Audience journey

As part of the outbound activity, we built a detailed lead nurture process flow. All this was based on the Force24 marketing automation platform.

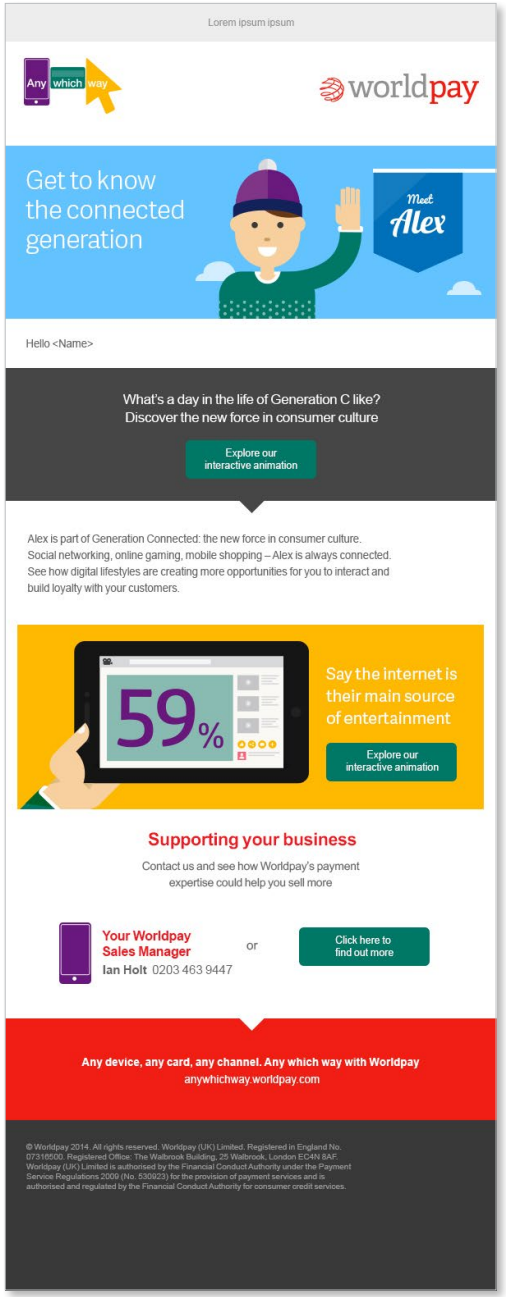


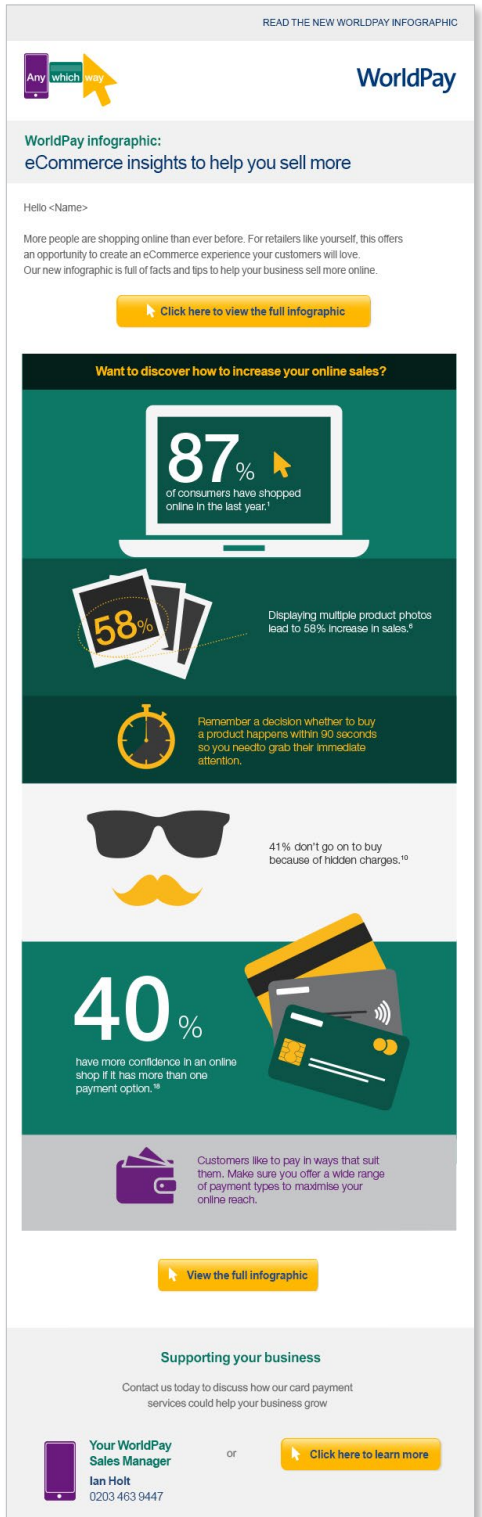
Note: Email 4 and 5 follow the same scoring and process methodology as emails 1, 2, and 3

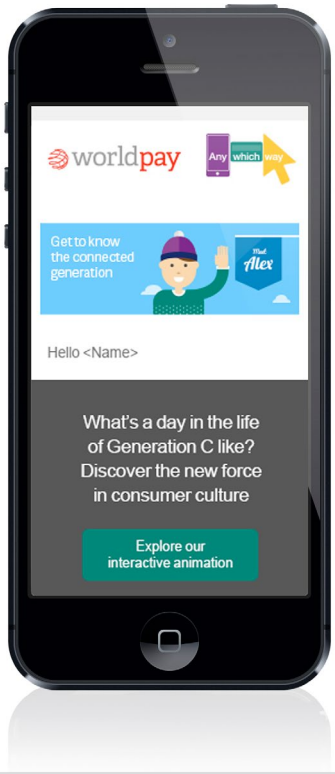
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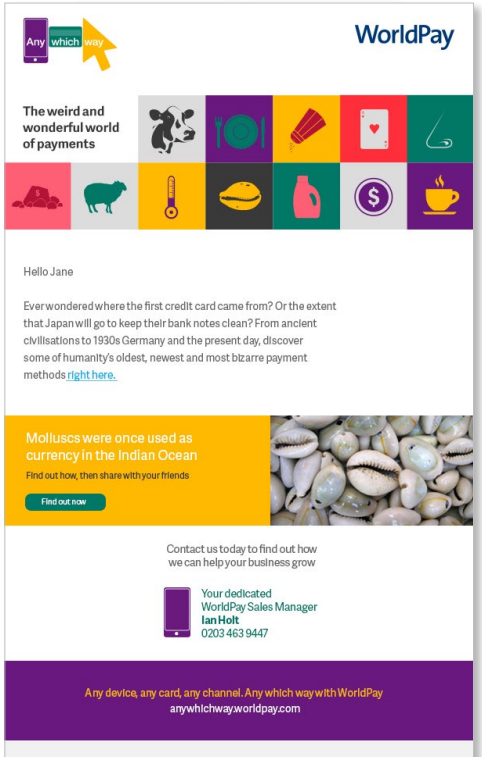
Outbound communications

Email:







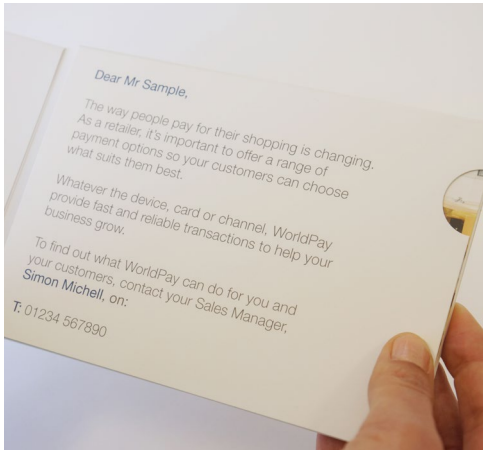


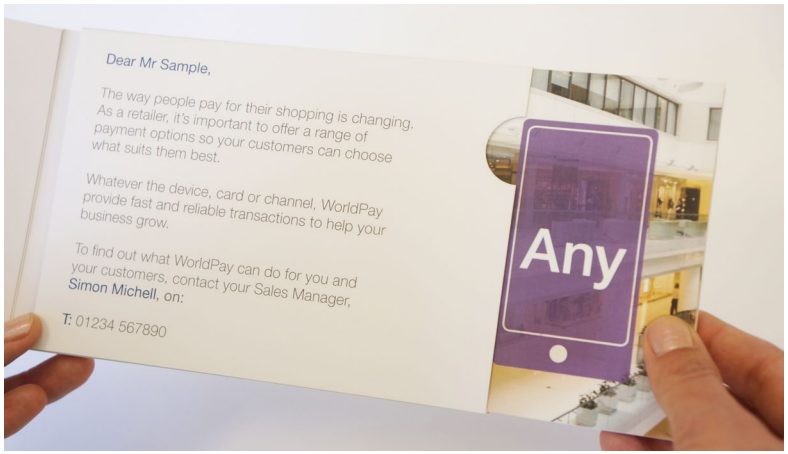
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Direct mail









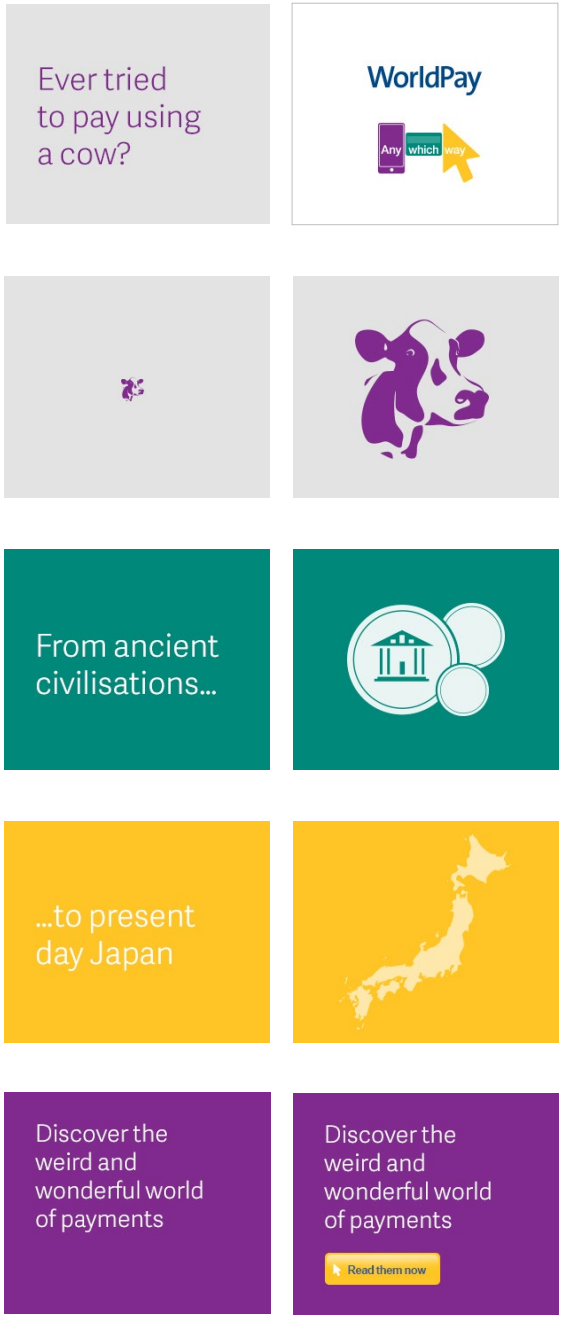




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Inbound marketing

Linkedin advertisements



Twitter





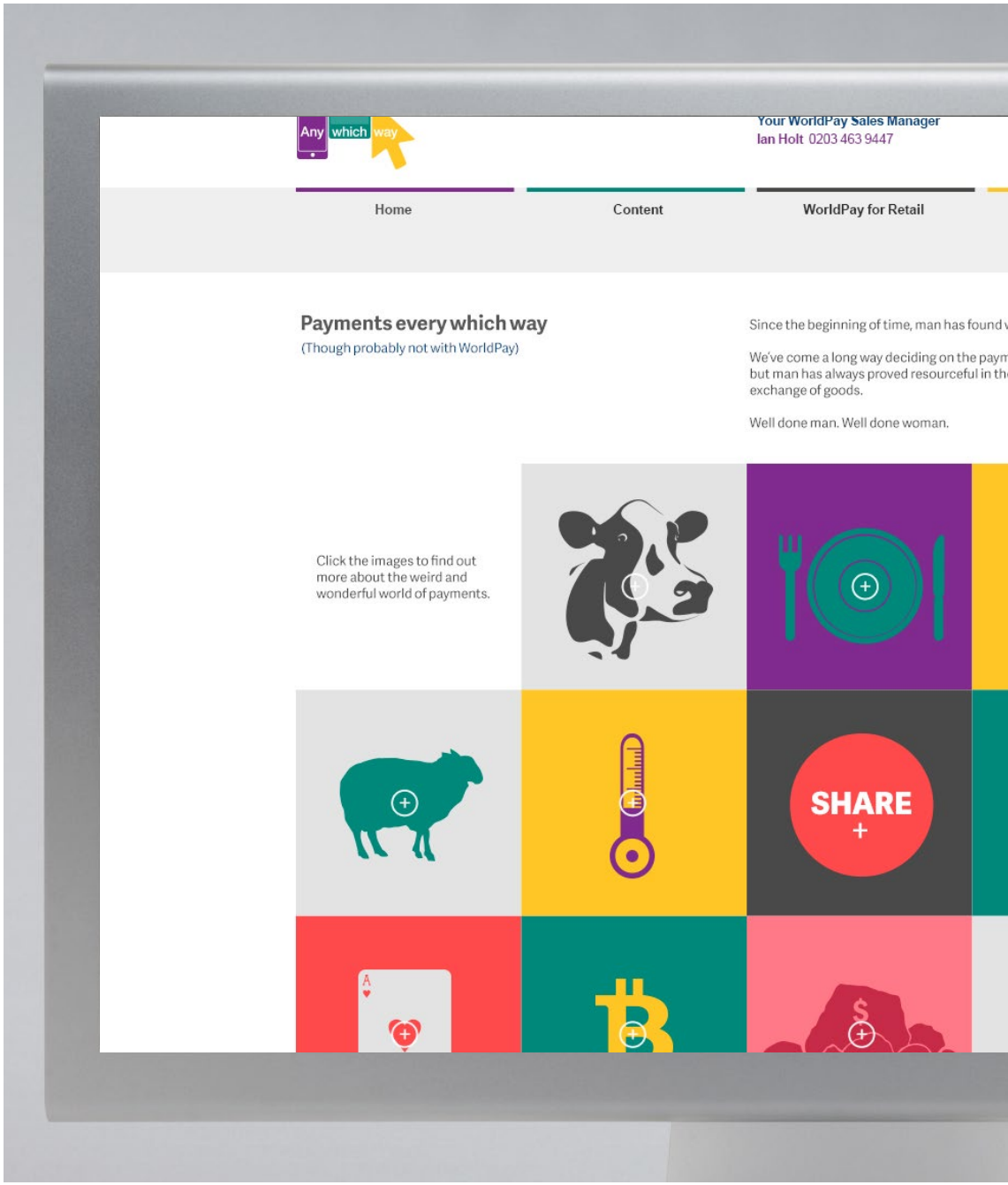
Content



People payments and the future report



'The engagement' animation

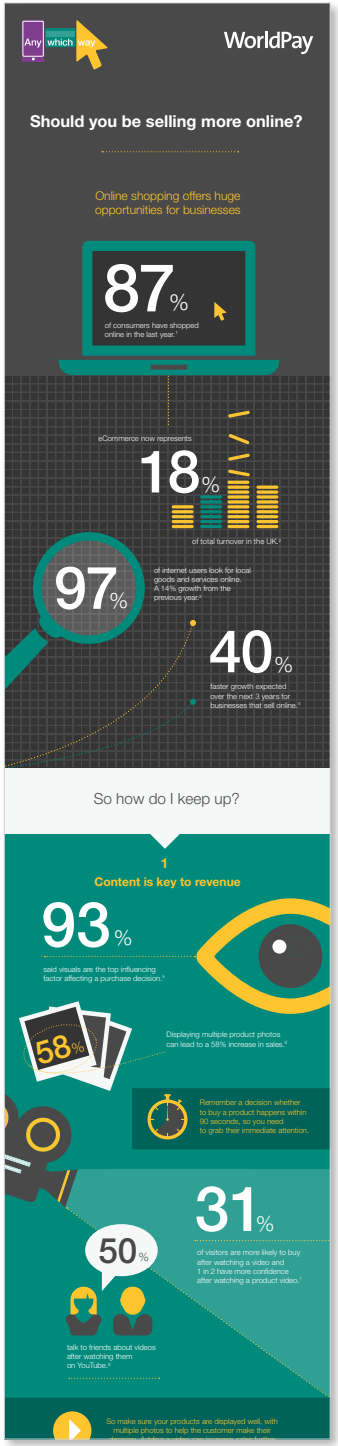


The Payments Every Which Way game

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eCommerce infographic

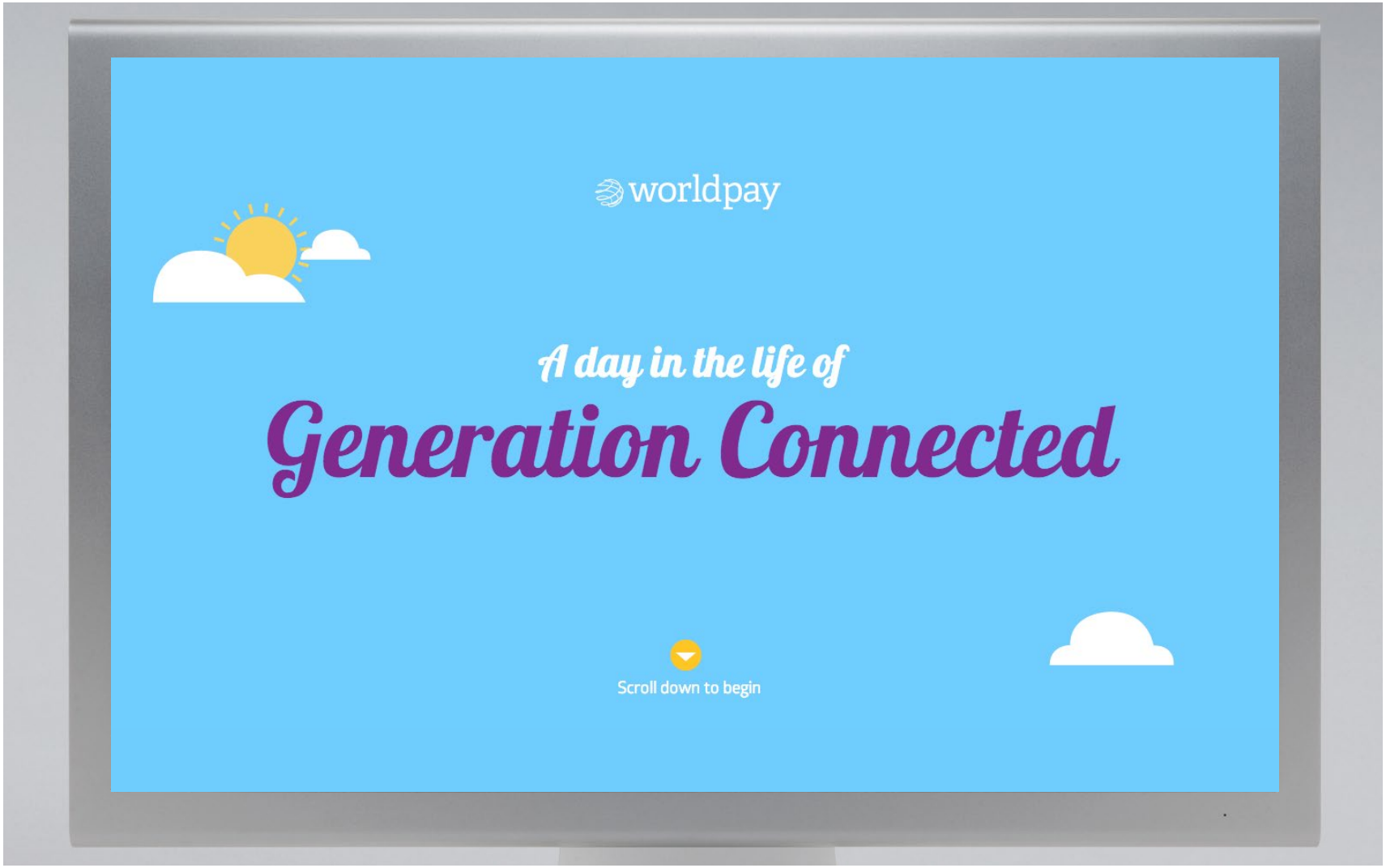


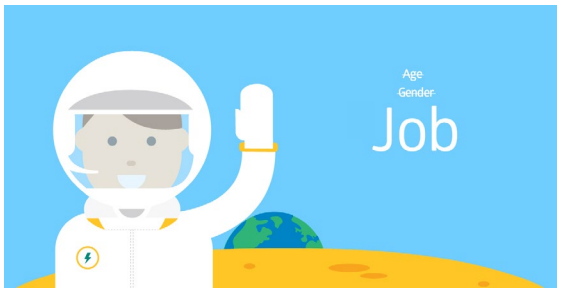


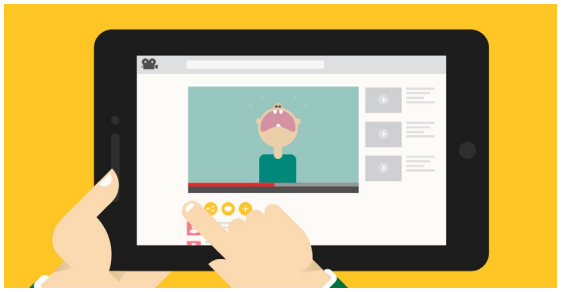




Generation-C parallax animation









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Budget

Results

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential

> **This was the first major campaign in the new organisation so there's was a lot of management focus on this delivering. Despite highly demanding timescales and lots of moving parts we delivered on this – and Earnest was an essential part of our extended team and FAME (Fully Automated Marketing Engine). They showed a willingness to go the extra mile and pushed us creatively –which was exactly what we wanted.**
>
> **Tony Larks,**
> **Marketing Director, Worldpay**