



Category number: 21

Category name: Best B2B product launch campaign

Programme/initiative name: PayPal Here Launch

Agency [if appropriate]:

Brand or client: PayPal

URL or microsite [if appropriate]: www.paypal.co.uk/here

[Summary page]

PayPal Here is a new mobile payment solution consisting of a free mobile app and pocket-sized Chip & PIN card reader that is linked to the mobile app via Bluetooth. PayPal Here enables businesses to take credit & debit card payments as well as PayPal payments.

The launch of PayPal Here meant expanding PayPal's traditional target audience from pure ecommerce businesses to businesses that may not even have a website.

PayPal Here launched in the UK in August 2013. The objective of the launch campaign was to drive targeted acquisition while gathering learnings across a wide range of channels.

Due to the unique product set up and onboarding process (at launch you signed up through the app and then bought the card reader for £99 through the app or from Apple), the campaign KPIs were focused on driving qualified sign ups through the app.

The campaign was a huge success across all KPIs. The cost per app download came in at a staggering 80% below target and a 'pre and post' look at sign-ups and card reader sales showed spectacular results for sign ups and sales.

[199 words]



About the client company

PayPal is the faster, safer way to pay and get paid online, via a mobile device and in store. The service gives people simpler ways to send money without sharing financial information. With 137 million active accounts in 193 markets and 26 currencies around the world, PayPal enables global commerce, processing almost 8 million payments every day.

Strategy – broader business issues the company is facing

PayPal is well-known for online payments. However, the launch of PayPal Here means a move into offline payments resulting in a completely new target profile and awareness gap.

The product (card reader & free app) and pricing (PAYG) differ significantly from standard card machines in the market (annual contract, monthly fee, rental charges) - meaning the campaign had not only to drive awareness of PayPal's new offline solution but also explain how the product works.

Tracking posed interesting challenges as PayPal Here required to sign-up through an app. Cross-device tracking is notoriously difficult and we developed a cross-channel tracking framework to enable tracking of sign-ups by ad partners across channels and devices.

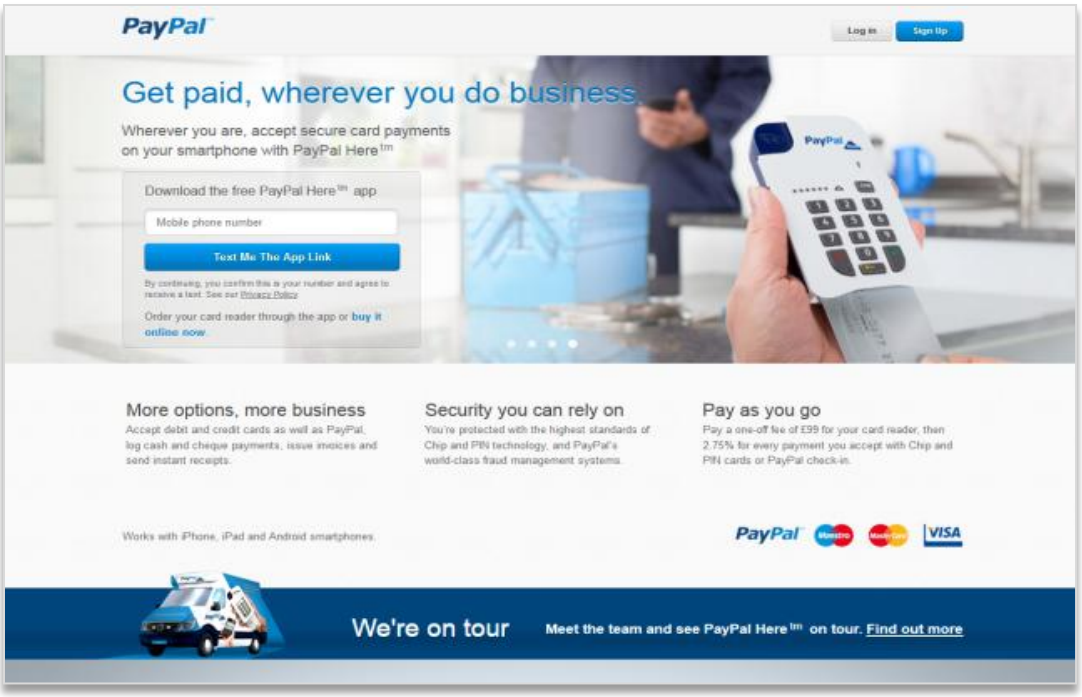
We also wanted to assess the impact of offline channels on sign ups.

Objectives of the campaign

1. Drive a step change in awareness & consideration.

The target audience

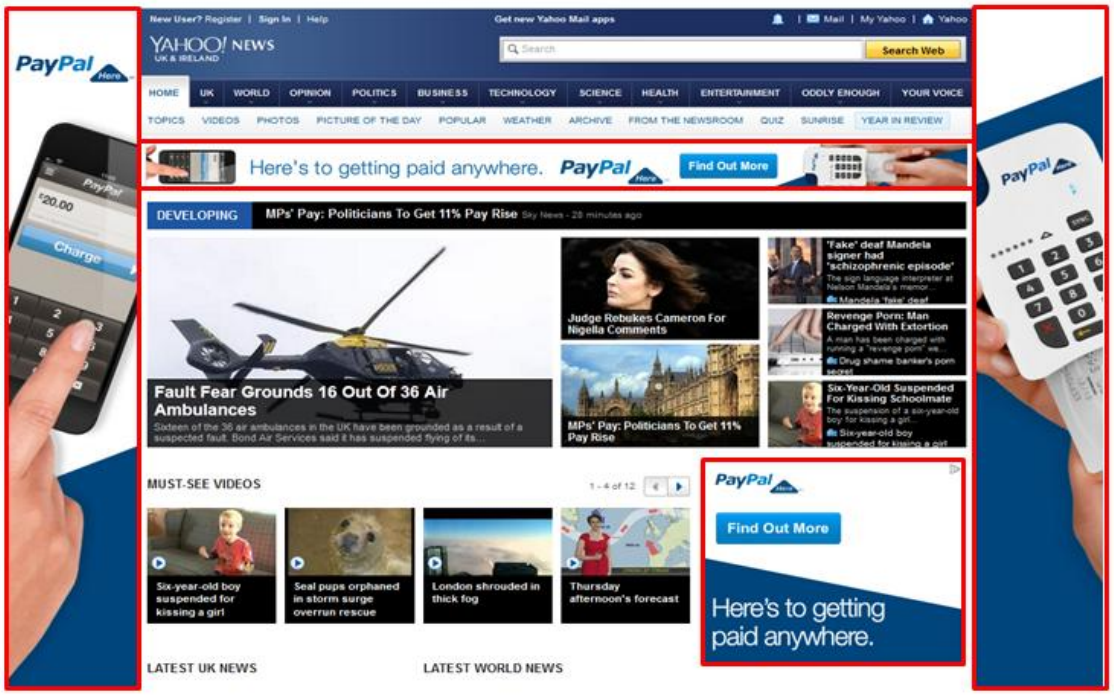
Small & medium businesses accepting offline payments.



Media, channels or techniques used

To engage our target audience in a short amount of time, drive awareness while ensuring product comprehension we leveraged a mix of direct response, awareness and experiential channels which all played specific roles yet worked together to achieve maximum impact.

1. **A consistent visual language and simple messaging** was the glue between channels and helped achieved cut-through.
2. **The PayPal Here website** (www.paypal.co.uk/here) was the central hub of the campaign featuring the full proposition as well as a SMS widget (customers typed in their phone number and received a link to the app via SMS) working as a bridge from desktop and offline channels to mobile.
3. **Targeted digital channels** to ensure optimal reach:
   - **Online Display**
   - **Mobile Display**
   - **Paid Search**
4. **Feet on the street with our "PayPal Here Van Tour" as experiential element** of the campaign to directly engage with those new verticals that are completely new to PayPal. The van was a fantastic medium to engage with customers face to face and demonstrate the product driving product comprehension and word of mouth. The van also allowed us to develop content for our **social channels.** The van stopped at 8 targeted UK locations during the campaign.
5. The campaign culminated in **"PayPal's Cashless Christmas Market"** event in London's Covent Garden - providing all market traders with the PayPal Here card reader and allowing them to tale card payments for the first time in the market's history**.** The "Cashless Christmas Market" created a real-life experience to engage with PayPal Here. It was also the last stop for the PayPal Here van tour.



Timescales of the campaign

- Planning & proposition research: June-August 2013
- Creative testing: September 2013
- Campaign live: 14.10. – 31.12 2013
- Reporting: January 2014

Budgets

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

Results

The campaign far exceeded our expectation. The cost per download came in 80% below target which enabled us to be far more aggressive almost immediately.

Beyond hard KPIs the campaign drove amazing customer engagement via social channels (Twitter, Facebook, Instagram). People really took to the product and shared their experience with friends and fellow businesses driving a wave of word-of-mouth marketing.

"Some of the results were provided to judges in the original submission but are commercially sensitive and therefore confidential, hence have been removed."





Client testimonial

The beauty of this campaign was that it forced us into taking a very agile approach. We knew our target audience and where they tend to congregate, but the exact balance between mobile, desktop and offline targeting was something of an unknown given the uniqueness of the product. It was a real pleasure to be able to take such a fresh approach to campaign planning and execution.

[Birthe Emmerich, Marketing Lead PayPal Here]

[999 words excl. disclaimers]

Supporting material supplied

Pdf presentation

Appendix

Additional material or images that do not form part of the main submission can be placed here.

PayPal Here case study videos:

PayPal Cashless Christmas Market:
http://www.youtube.com/watch?v=CYEIwzekEbw&feature=youtu.be

Greedy Goat ice cream: http://www.youtube.com/watch?v=IxJ49LtfhLo
Green Tomato Cars: http://www.youtube.com/watch?v=DvloaQYBsQ4

Submission ends