

**SAMFORD  
UNIVERSITY'S  
BATEMAN TEAM  
PRESENTS...**



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# EXECUTIVE SUMMARY

Popmoney is an innovative subsidiary of financial services supplier Fiserv that allows people to send, receive and request money through using only cell phone numbers and emails. Instead of having an intermediate, like other monetary transaction companies, Popmoney connects directly to users' financial institution accounts. Popmoney is partnered with over 1,400 banks and credit unions across the nation, but any consumer can take advantage of the countless benefits that this online service offers.

When users need to conduct monetary transactions, Popmoney will send a text or an email notification to the recipient. Once the recipient receives the notification, he or she has ten days to confirm the transaction. The transaction process begins when a user either sends or requests money from another user. The user needs an email address or mobile number to begin the transaction, but only if the sender also possesses a Popmoney account. If the second user does not have a Popmoney account, the first user must have the second user's account and routing number. The process continues to the second phase when Popmoney notifies the second user of the first user's request. After electronic confirmation from the receiver, Popmoney processes the transfer as quickly as possible. A transaction is usually completed in 3 to 5 days. At only 95 cents per transaction, consumers can afford to make multiple transactions without having to pay the larger fees associated with other financial institution transfers.

While online transactions can create a sense of unease, Popmoney is backed by both Norton Secured and TRUSTe. Popmoney is powered by Fiserv, which executes 20 billion transactions, moving 1 trillion dollars per year. Fiserv also handles more than 70 percent of all bill payments in the U.S. Knowing these facts should make people more confident and safe when considering using Popmoney for a financial transaction.

Popmoney is a financial institution that is not only safe and secure, but also easy and simple to use. This service saves people time and hassle in a digital world where cash is becoming more and more scarce. Popmoney bridges the gap between this generation's fast paced, technology-centered lifestyles and the necessity for paying bills with convenience and security.

# TARGET DEMOGRAPHIC



## TARGET AGE: 18-25

Individuals in this age group are most likely to use Popmoney, as this demographic tends to have multiple small financial transactions and not a lot of cash on hand. The targeted age group is also more receptive to changes therefore, they would be most likely to adapt to the idea of a wallet-less world. The target demographic is already moving towards the use of a digital wallet through their overuse of credit and debit cards and their decreasing use of cash. People 18 to 25 year-olds are waiting for a service that keeps up with their fast-paced lifestyle. Since Popmoney capitalizes on the growing use of cellphones and computers, Popmoney meets the needs of the target demographic. For this reason, 18 to 25 year-olds will greatly benefit from Popmoney's services.

# S.W.O.T ANALYSIS

## **STRENGTHS**

- The future of financial transactions is online, with quick money transfers
- Secure backing with Fiserv partnership
- Certified by Norton Secure and TRUSTe
- Both customers involved in transactions do not need to be registered with the Popmoney service
- Social media effort is consistent
- Already partnered with multiple banks and credit unions
- Respectable customer service representatives

## **WEAKNESSES**

- Poor online customer service
- Negative perception of the brand
- Logo is unoriginal [Publix]
- Electronic issues with processing payments

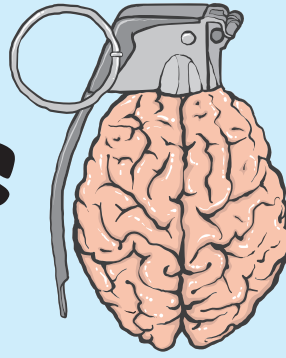
## **OPPORTUNITIES**

- Paper money is going out of style
- Meets the need for digital monetary transactions
- Meets the fast paced lifestyles of society
- Increases person to person transactions by eliminating "middleman" issues

## **THREATS**

- Competitors have lower transaction rates
- Competitors have better social media interactions
- Competitors have less software issues
- Potential law suits for electronic malfunctions

# STRATEGIES



# TACTICS

## 1

**GOAL:** Create Popmoney brand recognition among the Samford student body.

**STRATEGY:** Spread information on Samford's campus regarding the brand.

**TACTICS:**

- A. Create events that publicize the company.
- B. Develop conversations that promote the brand through various outlets.
- C. Distribute information regarding the company at our events.

## 2

**GOAL:** Engage the Samford public.

**STRATEGY:** Create interactive social media outlets that keep demographic engaged.

**TACTICS:**

- A. Create social media posts that are both dynamic and engaging with pictures and information.
- B. Develop dialogue online with other users by being consistent with replies, retweets, and overall engagement.

## 3

**GOAL:** Promote the brand's application among the college students.

**STRATEGY:** Get students to download the app and understand the app's relevance to their daily lives.

**TACTICS:**

- A. Give the public a reason to download the app by promoting Popmoney's multiple uses. Show students how Popmoney can keep up with their busy schedules.
- B. Encourage the public to use the app at our events, such as donating to the Humane Society and paying for cakepops then continuing to express to students how they can continue using the app after events.

## 6



# PLAN OF ACTION & EXECUTION

## **PLAN:**

Create a concentrated blitzkrieg marketing campaign aimed at getting the word out about the company and our campaign.

## **EXECUTION:**

We created Pop Is Culture Week. We decided that having different events five days in a row for a one solid school week would accomplish our goal. We decided the best way to execute our week of blitz marketing was to have three main events and two days of social media giveaways. Our three main events would take place in central campus around the school's largest outside gathering area. We created posters to advertise the event [see appendix A1-A4]. We also had an article published in the school paper that provided information about the week's events on campus as well as on social media. The Samford News Network also ran a story about the week.

## **MONDAY**

### **PLAN:**

Create brand recognition around campus. Make sure that people knew who we were and that we would be doing things all week. Set up a booth in the central campus and introduce our campaign slogan to people and inform them that we would be active around campus this week and for the next week.

### **EXECUTION:**

We purchased various concession items containing the word "pop." This included popcorn, Tootsie Pops and soda pop. We gave these items away for free, informed guests of who we were and told people to follow us on Twitter for a chance to win something on Tuesday. We gave away over 100 cups filled of soda pop with

Popmoney stickers on them, and gained 53 followers on Twitter.

### **RESULTS:**

We got the name of the company and our slogan, "Pop is Culture" out in the community by putting the Popmoney bumper stickers on the cups. People took the cups with them, and this created extra brand exposure throughout the campus. Most importantly, we introduced ourselves and explained what we were doing to the students

## **TUESDAY**

### **PLAN:**

Build social media presence.

### **EXECUTION:**

We created two competitions that we broadcasted on our Twitter and Facebook accounts. One was a Retweet and follow contest and one was a hashtag usage contest. We asked people to use the hashtag #Popisculture.

### **RESULTS:**

Our first competition gained a lot of attraction. The tweet had 60 Retweets, and we gained over 60 followers.

## **WEDNESDAY**

### **PLAN:**

Reinforce the initial promotion of Popmoney. We had general awareness at this point, but we needed to make the brand better known among the student body. An event that was cheap but also promoted Popmoney, as well as another organization would provide the publicity we needed to make Popmoney widespread.

### **[WED CONT.]**

#### **EXECUTION:**

We enlisted the help of the Greater Birmingham Humane Society to bring dogs to the main meeting area on campus to have "Samford Pop Puppies." Cute animals in general have become a cultural phenomenon with social media and entertainment websites such as Buzz Feed. This has become true for Samford students as well, because whenever there are animals on campus, students flock to the animals. Plenty of students came to our table where they could get a Popmoney flyer and hear more information about the Humane Society. The Popmoney flyers provided information on how to donate to the Humane Society through the Popmoney app. [See appendix A45]

#### **RESULTS:**

Over 300 students and faculty were able to learn about the Popmoney app and the convenience it provides by providing instructions on how to donate to the Humane Society. This event was a win-win situation because it was promoting both Popmoney and a nonprofit organization. The dogs brought a lot of people to the table, and ultimately spread the "Pop is Culture" idea to a wider range of students.

### **THURSDAY**

#### **PLAN:**

Build social media presence and engage followers.

#### **EXECUTION:**

We created a scavenger hunt with three prizes hidden around campus. We tweeted the location of these prizes and had followers go find the rewards.

#### **RESULTS:**

Each of our prizes was found and two of our followers tweeted pictures of themselves with their prize.

### **FRIDAY**

#### **PLAN:**

Expose the availability of the Popmoney app to the students on campus. We wanted to make people aware of the wallet-free money opportunity to make purchases or transfer money through text message. To accomplish this we set up a table in our central campus and invited the Cake Pop Girls [two local ladies who bake and sell homemade cake pops] to sell cake pops to students. The choice to sell cake pops was to play off of our campaign name, Pop Is Culture, and the Popmoney name/app.

#### **EXECUTION:**

We purchased 50 cake pops from the Cake Pop Girls and offered free pops to the first 50 students that could show us they downloaded the Popmoney app. After the free cakes pops were given out, we offered two cake pops for the price of one if the student showed us that he or she had downloaded the app. Students who paid the Cake Pop Girls using the Popmoney app also received two cake pops for the price of one. [See appendix A45]

#### **RESULTS:**

After the two-hour event, 77 students successfully downloaded the Popmoney app. Two students used the Popmoney app to make their purchases. We were successfully able to engage the student community and encourage students to use the easy, cash-free app created by Popmoney.

# EARNED MEDIA

## PRINT

**THE SAMFORD CRIMSON:** We successfully published an article in the Samford newspaper detailing the events of the week. The article was published with a picture that featured our poster outlining the events for the "Pop Is Culture" week. The article also discussed in detail the events for the week and the relationship between Popmoney and the Bateman Competition. See article in appendix A5 for full details.

## BROADCAST

**SAMFORD NEWS NETWORK:** The Samford University video news team recorded a news package and aired a story on our Pop is Culture week in the Samford News Network. One of our group's members was interviewed. See appendix A6 for a screenshot and link to the video.

## SOCIAL MEDIA

**TWITTER:** Twitter was our main focus. We felt that it was the best way to reach our target demographic. We earned 187 followers and had many online interactions with students. Specifically, we had students tweet using our hashtag #popisculture and had two students tweet pictures of their prizes from our social media contests. Our most popular tweet had 60 retweets. All tweets, interactions and the most popular tweet can be viewed in appendix A7-A33.

**FACEBOOK:** Facebook was another form of social media that we utilized. We posted information regarding our events and pictures from the events that took place. We earned 57 likes for our page. Further information on the Facebook page and posts can be found in appendix A34-A36.

**INSTAGRAM:** Instagram was also used throughout our campaign. We used Instagram to highlight the flashy parts of our campaign, publishing photos and videos of our appealing events. We gained 31 followers throughout the course of our campaign. All Instagram posts and profile information is located in appendix A37-A44.

<b>BUDGET</b>	
<b>ITEM</b>	<b>AMOUNT</b>
Food and beverage giveaways.....	\$170.00
Humane Society donation.....	\$50.00
Social media contest rewards.....	\$36.00
Miscellaneous supplies.....	\$11.80
Print material.....	\$5.29
Campaign book printing.....	\$5.60
<b>TOTAL</b> .....	<b>\$278.69</b>

# CONCLUSION

Our three goals were to create brand recognition, engage the public and promote the Popmoney application. We focused our efforts on promoting brand recognition and raising awareness about the usefulness and convenience of Popmoney through a week of events.

Monday we promoted our campaign by setting up in the central area of campus and giving food away. We also handed out over 100 cups that showed Popmoney's name.

Our efforts for increasing brand awareness continued on Wednesday when we invited the Humane Society to bring puppies for students to pet. We approached students and talked with them about Popmoney and gave them flyers on how to donate to the Humane Society by using Popmoney.

Our efforts to engage the public were established through social media contests and giveaways during our week of events. Once our social media presence was established we were able to spread the word about the Popmoney brand and all of its features. We also interlinked our efforts to promote the brand and engage the public by using our social media

outlets to promote our three main promotional events.

On Friday we promoted the Popmoney application by inviting students to download the app and receive a free cake pop. In total we got over 77 people to download the application. The application will remain as part of their downloads history and therefore be apart of their application history until intentionally removed by the user.

We also improved brand recognition by informing the students about what they were downloading and engaged the students online by promoting the event through Facebook and Twitter.

The "Pop is Culture" campaign simply relates to college students. Our team didn't try too hard to impress the demographic with fancy advertisements or videos. We approached the college students on their level and showed the various features of Popmoney and how the company's services can easily cater to their lifestyles. Overall, we were able to successfully implement our campaign by appealing to the culture of the Samford University student body and created a general knowledge regarding Popmoney, engaged the student body and informed them of the application.