THE AGENCY FOR HOLISTIC BRANDING / FRONTLINE SMS CREDIT

October 20, 2009

BASIC PHILOSOPHY & PRESCRIBED RULES OF ENGAGEMENT FOR FRONTLINE SMS CREDIT

KISS: keep it simple stupid

ROSE: relevant, open, simple, elegant

SOFA: scaleable, outcome driven, frictionfree, accountable

Our Rules: large images few words

STRATEGIC / PILLARS

(lately) / TRENDS IN THE SPACE

VISUAL LEARNER

Needs:Beautiful
Design and an
exquisite experience.
Prefers to learn via
video or slideshow

Solution: A fantastic
interface with
exquisite usability
and an unparalleled
design sensibility.

AUDITORY LEARNER

Needs: to hear
directions
via the telephone or
video to truly
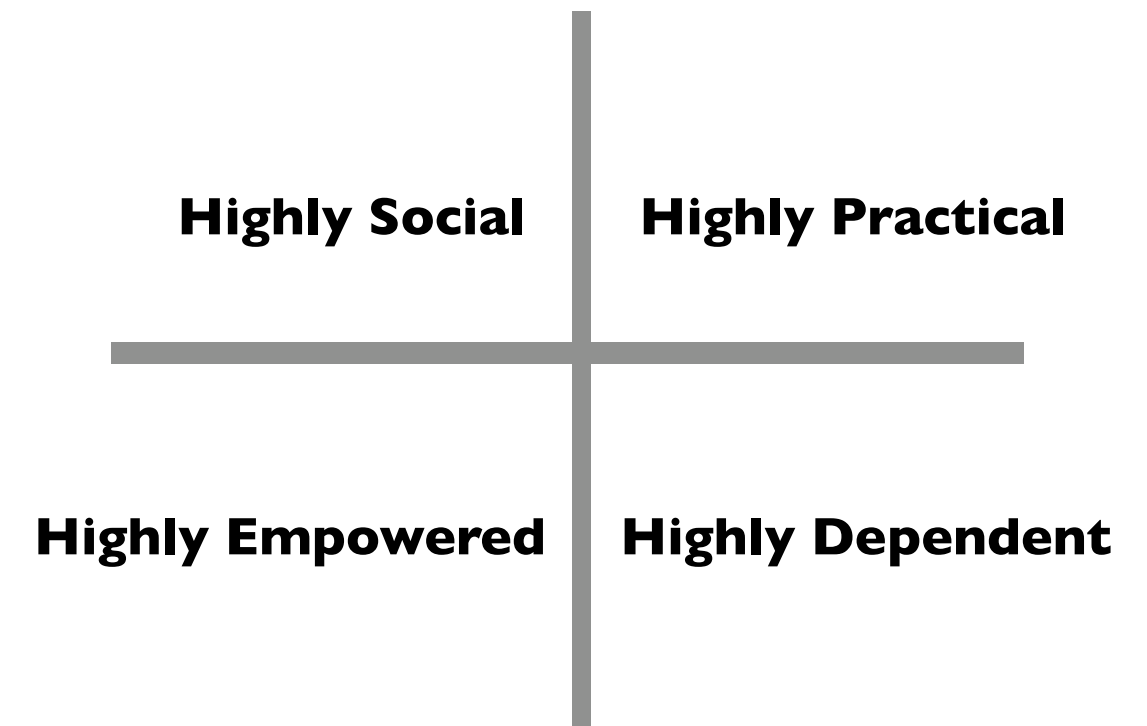incorporate something
into his daily routine

Solution: Phone
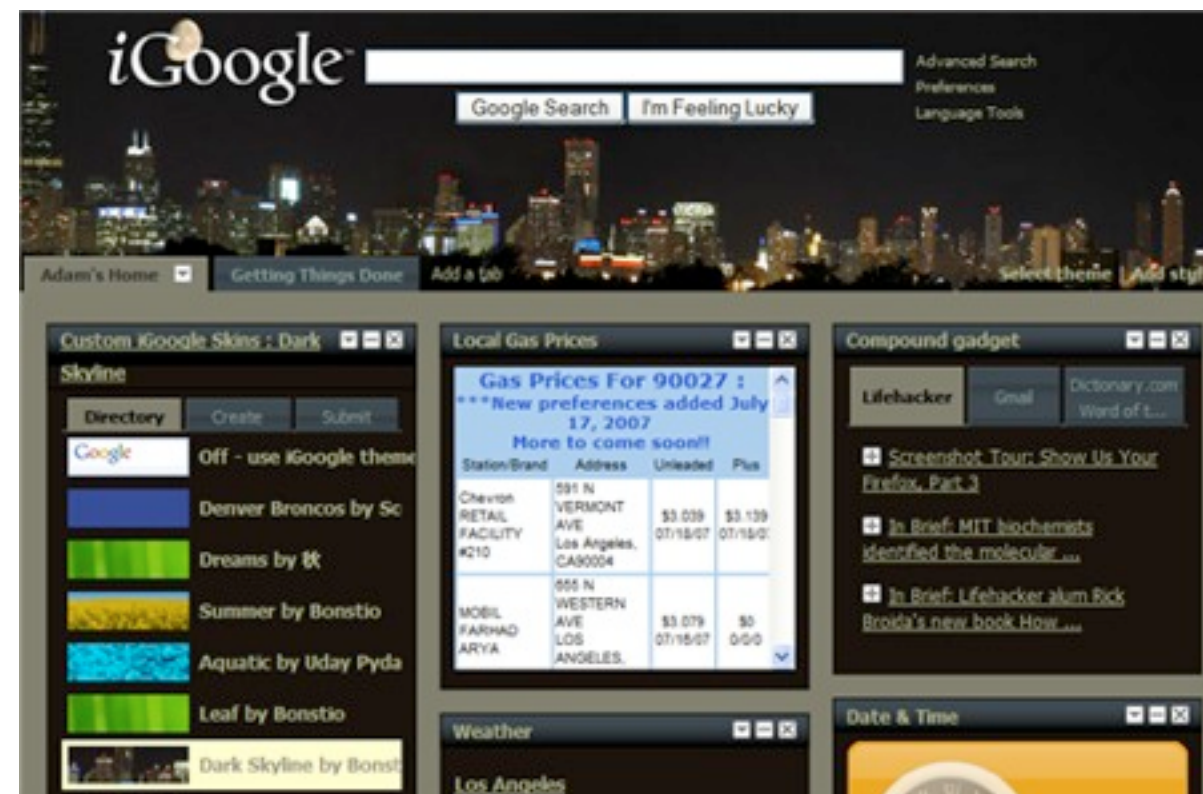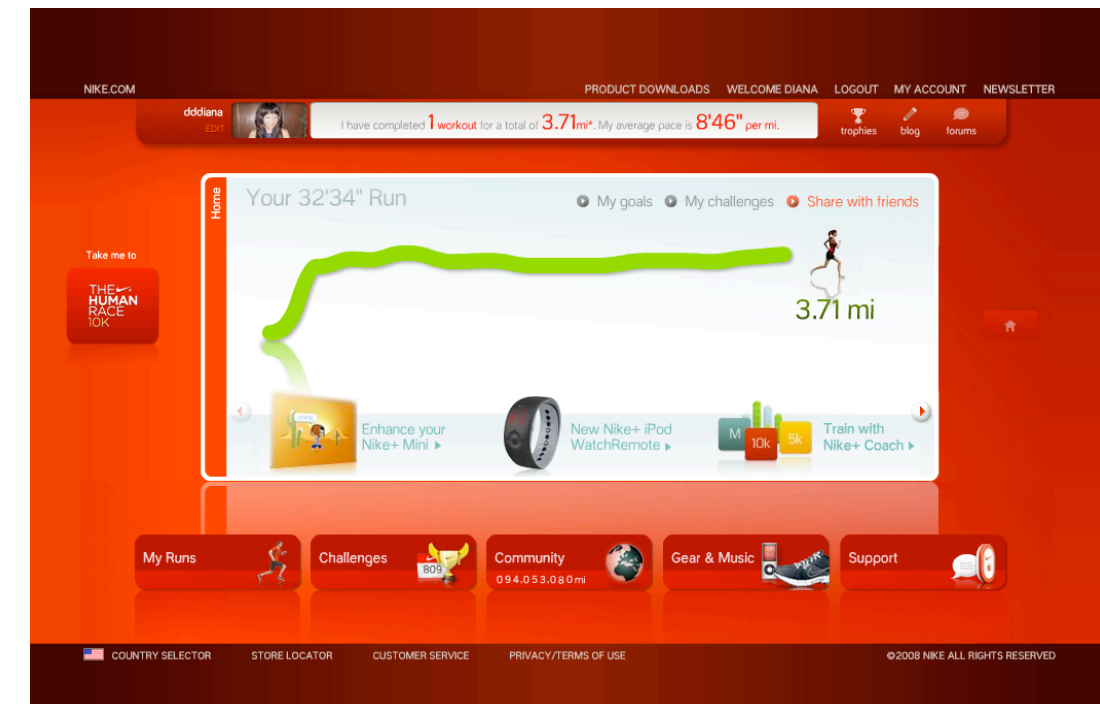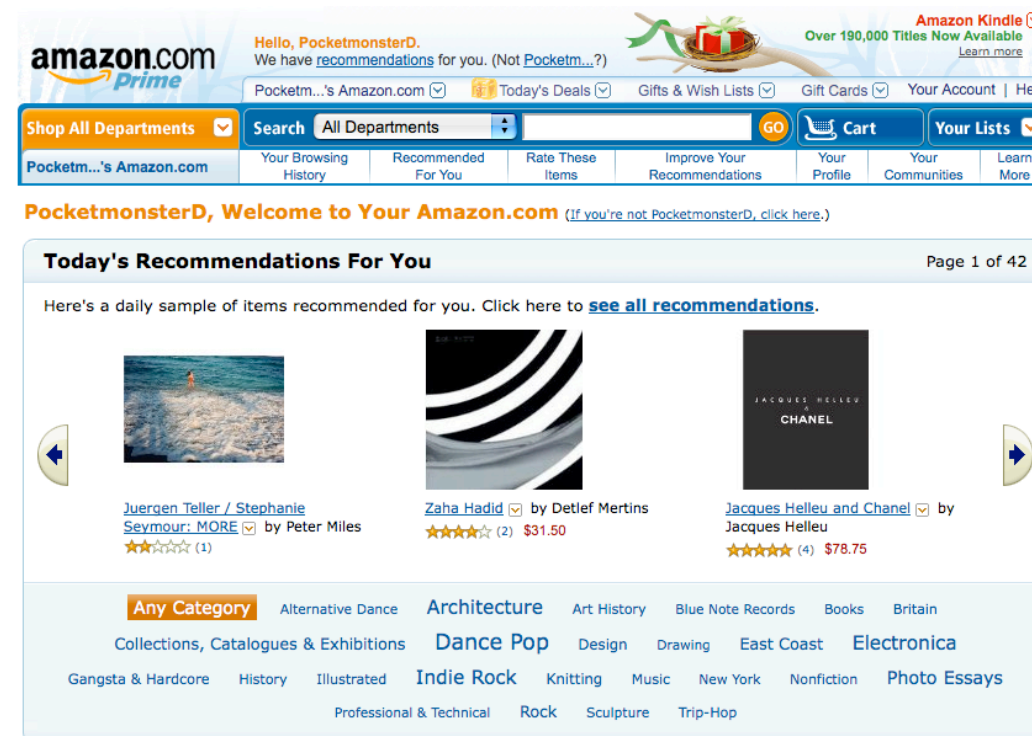support and face to
face communication

ACTION LEARNER

Needs to directly engage
to process and
remember.
Easily bored with passive
tasks.

Solution: An website with
calls to action, helpful
content, beneficial
applications

4 TYPES OF ONLINE CONSUMERS

Highly Social   **Highly Practical**

Highly Empowered   **Highly Dependent**

CONSUMER BEHAVIOR / TARGET PERSONAS

**Convenience
Personalization
Customization
Always On Service**

CONSUMER BEHAVIOR/ DIGITAL TREND REPORT

**Context
News
Financial Advice
Decision Making Support
Peer Reviews**

CONSUMER BEHAVIOR / DIGITAL TREND REPORT
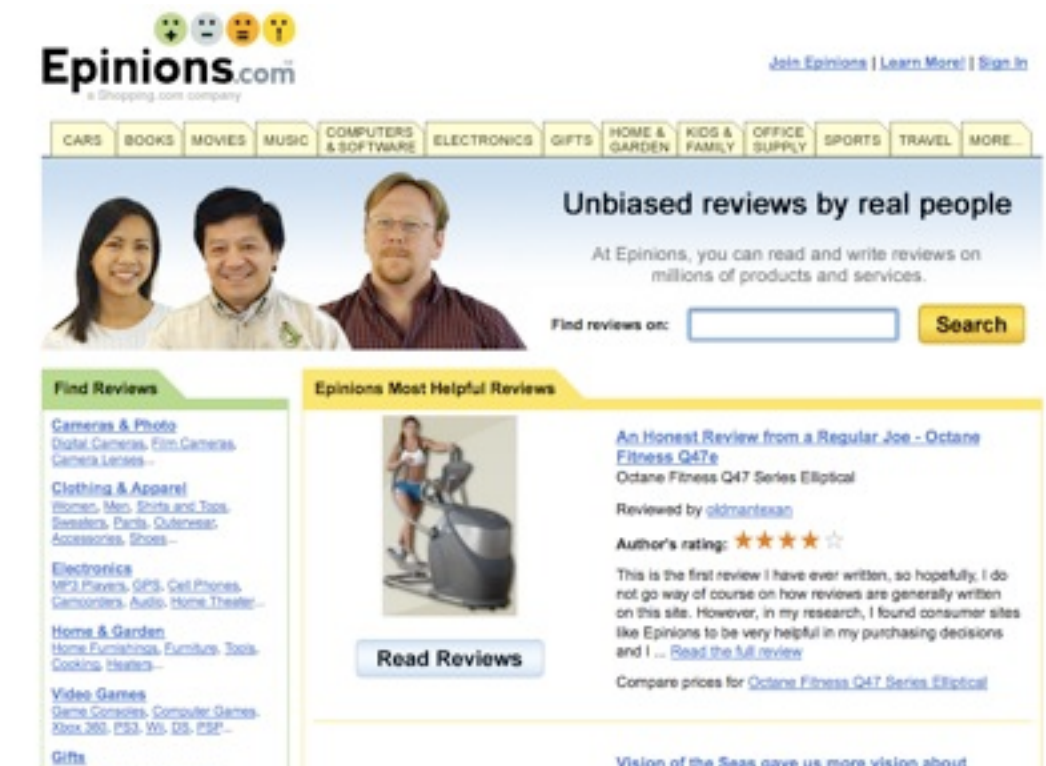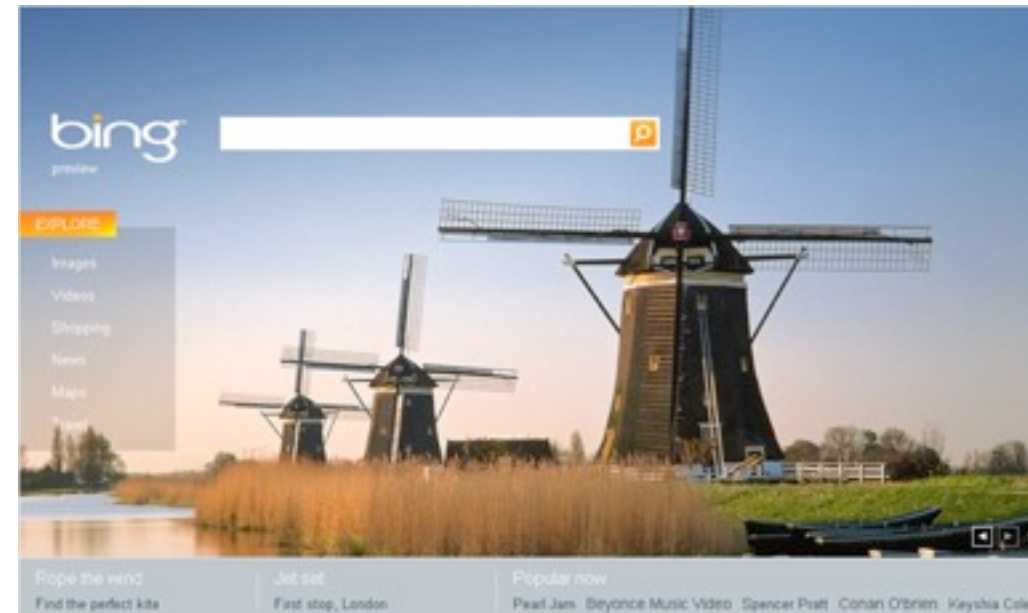
(infovisualization) / SIMPLIFY the COMPLEX

UNDERSTANDING the BASICS. PRODUCT DIFFERENTIATORS.

Differentiation #1 BARRIER ELIMINATION!

Slash high interest rates that MFI's charge. You can find the right point for both profit and people.

Differentiation #2 COST REDUCTION

Transaction costs are driving up the admin cost! SMS is the solution!

Differentiation #3 ALL ACCESS!

GSM! SMS! No Internet needed! No Office needed! goes anywhere a phone goes.

Opportunity #1 :
World demand steadily increasing, market impossible to saturate.

Opportunity #2:
Enable the remotest parts of the globe to participate in the world economy.

Opportunity #3:
Less traveling for loans, means more chances for more people. everywhere.

BREAKING IT DOWN/ RESEARCH

SYSTEM USES - PRODUCT BENEFITS

Benefit #1 - Send $$ to friends and relatives.

Instantly. Safely. Securely.

Benefit #2 : Point of Sale. buy stuff with your phone. don't you wish you could?

Benefit #3 (idea for niche popularity point)

Telematically Donate (?) for instant gratification.

Benefit #4 - Open Source.

Flexible, extensible, available.

Benefit #5 - Multi-Use

Savings, Credit, Insurance,

Payroll...

Benefit #6 - 160 characters ready for 160 countries?

BREAKING IT DOWN / RESEARCH

The promise and the enablement of a truly adaptable mobile banking micro finance solution.

TAKING A STAB / MANIFESTO

SITE AUDIT: credit.frontlinesms.com

- Too much info to read
- Vital info below the fold of the page
- Graphics are great and have a good unifying design sensibility.
- Too many words, in the about section.
- Know your audience. Currently assuming visitors know nothing, yet are intelligent and curious. This isn't always the case: Either simplify or be complex for your niche.
- Product demo.
- Use "More Info" links for heavy details. Do MFI's get a special section or FAQ tailored to them.
- What are the main objectives of this website?
- Humanize with photography, illustration to warm up the technological aspect and show its final aim is to help people.
- Use pull quotes along with images or actual user profiles.
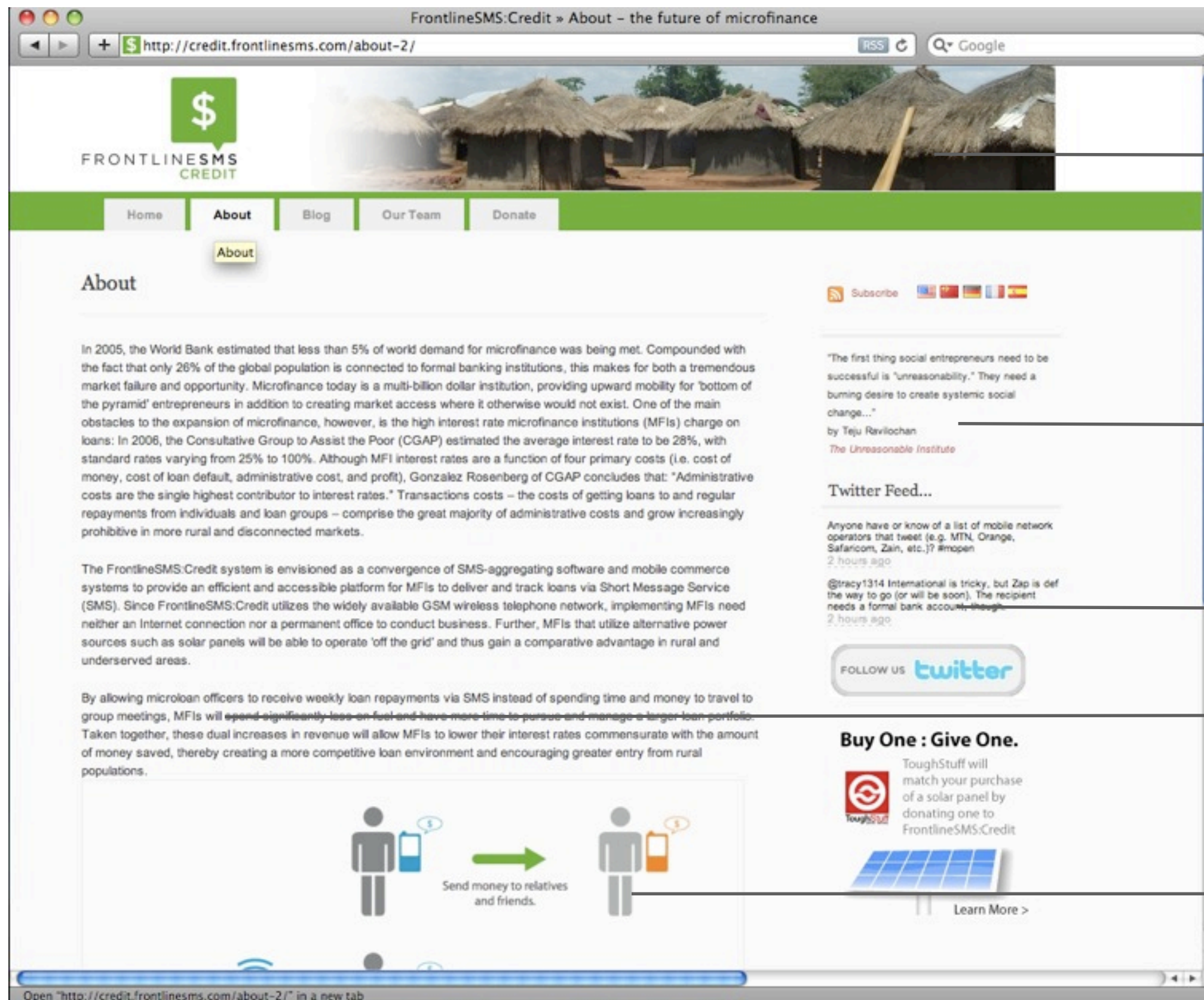
INITIAL THOUGHTS/ WEBSITE
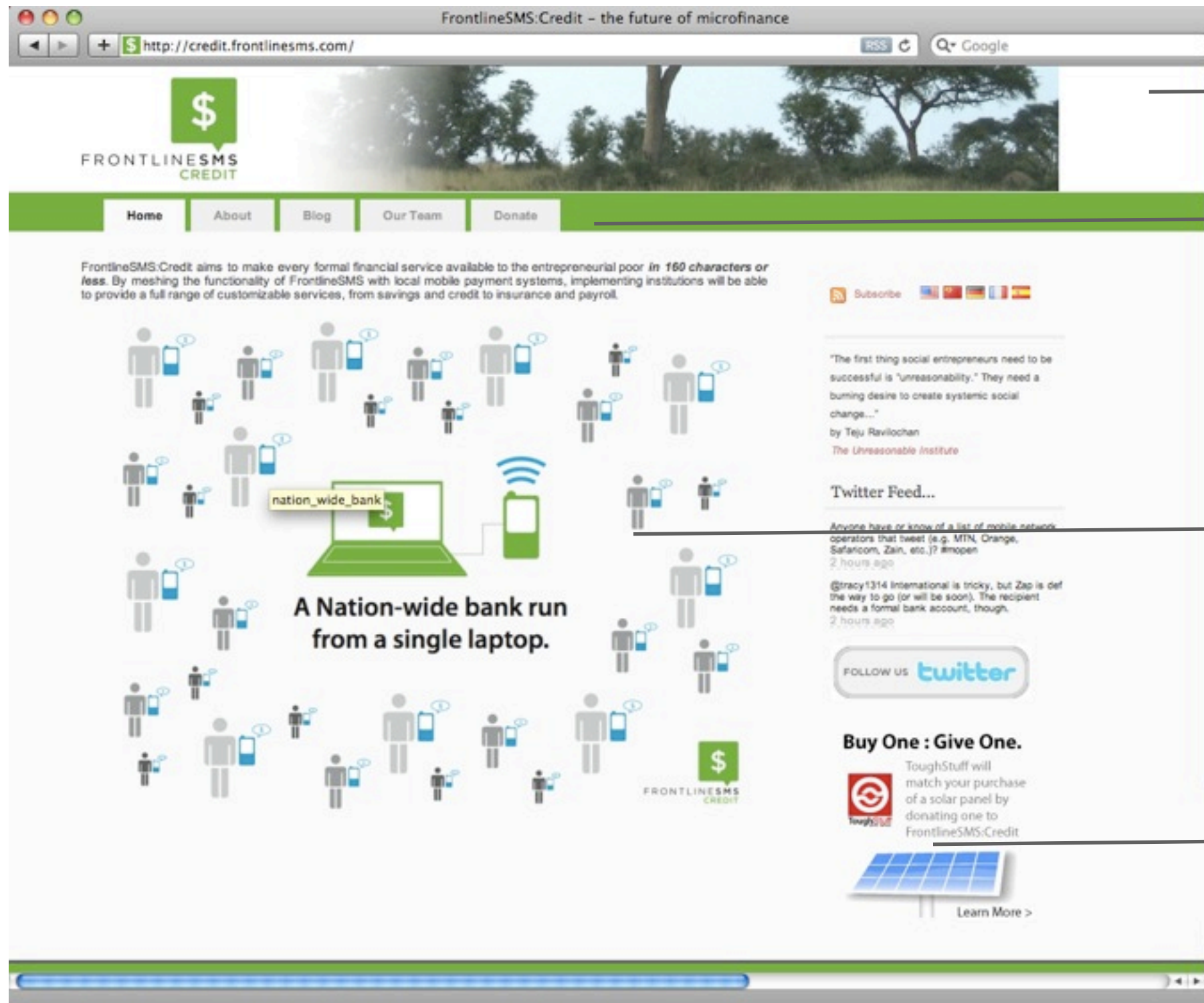
Rotating photography. Humanized.

Simple Nav, no more than 5 items.

Demo Video Area

Use sidebar only on body pages, remove from homepage

SUGGESTIONS/ WEBSITE

Demo Video Area (rotating)

Alerts & Notifications

Custom Widgets

Cut down body copy. Leave details for those who need them.

Add product demo

SUGGESTIONS/ WEBSITE

Try an Interactive Demo

Click a query below to see example SMS results.

Or enter your own query to send: [microcredit] [SMS]

Search Feature	Sample Query
Health Tips	antenatal drugs, arvs, Can I get AIDS from kissing?
ClinicFinder	CLINIC Banda, CLINIC Odek
Agriculture Tips	coffee rust disease, banana wilt
Weather	WEATHER Masaka, EMBEERA Masaka (or in Luganda)
Help	HELP glossary

Requirements: Text messaging-enabled mobile device with a text messaging plan.

Sorry, 'microcredit' did not return any results.

CREATIVE / MOBILE DEMO

http://ssk.com/#/work/new-work/unpeacekeepers

http://www.rainakumra.net/designfiles/WK/ONE/output/base.html

http://www.youtube.com/watch?v=EKmt7PwYPCY

THE PEOPLE OF AFRICA AND THE WORLD'S POOREST
COUNTRIES GAIN ACCESS TO DRAMATICALLY IMPROVED
EDUCATION, HEALTHCARE AND GOOD GOVERNANCE

SKIP ANIMATION +

It's not just a loss to

http://www.youtube.com/watch?v=m4Q9MJdT5Ds

(650) 265-1292

http://www.girleffect.org/video

HUSB
AND GIRL BABY
HUNGER
HIV

http://www.youtube.com/watch?v=6jSBW0BOPqM&NR=1

If YOU tell all your
friends online to
help and they tell all
their friends
and all their
friends tell others

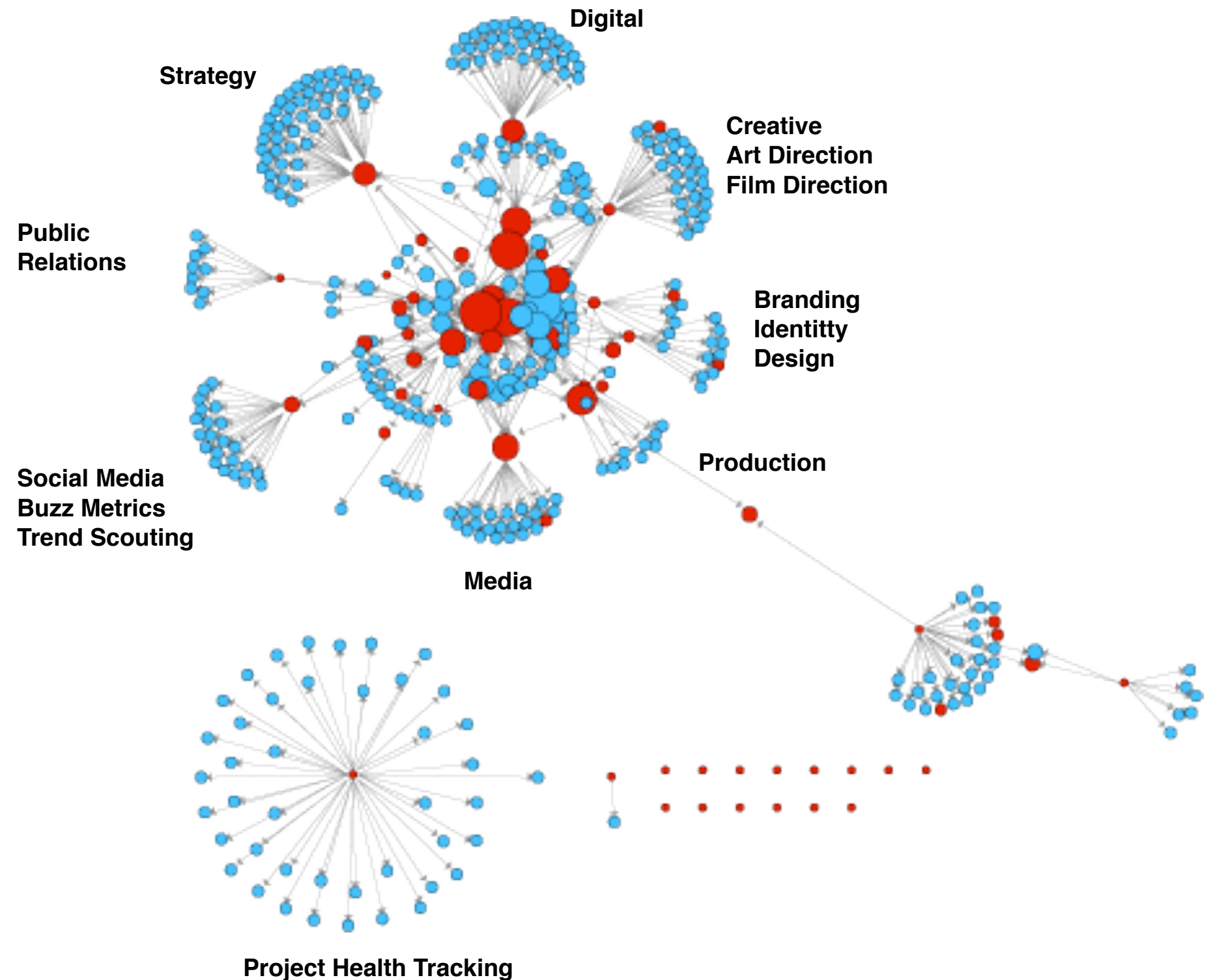**CREATIVE** / VIDEO STYLE REFERENCES

The Agency for Holistic Branding considers everything.
No research is left behind, each idea has a place.
The Agency for Holistic Branding works with a bespoke team for each project.
No solution is pre-packaged, and neither is our creativity.
This Agency is capable of more, with less.
We are nimble. We are current. We are everybody.
This Agency has been formally trained, adheres to process, and embraces technology.
We know the rules and we know when they need to be broken.

THE AGENCY / ABOUT

Our model is based on core leadership + partner matrix tailored to client needs. As agents of premiere talent, we removed overhead and recruit localized global talent to partner with the best international shops to create targeted, cost efficient work.

Each team works together with our agency nodes - the most senior people in each field - and the consistent leadership team working closely with each client.

Each vertical is connected to a core network ensuring fast, creative solutions.

Strategy

Digital

Creative
Art Direction
Film Direction

Public
Relations

Branding
Identitty
Design

Social Media
Buzz Metrics
Trend Scouting

Production

Media

Project Health Tracking

THE AGENCY / NETWORK

Agency Retainer/Management Reporting
* Weekly Status Reports: Milestones, deadlines, deliverables and project tasks
* Monthly Digital Reporting
* Ongoing Competitive Analysis
* Production Management: Management of schedule and all project related communications
* SOW/Procurement Details
* Includes agency management T&E

Discovery/Creative Concepting
* Research Discovery: Usability testing, focus groups, Localized online surveys, man on the street (MOS), In-home surveys
* Social Media Audit: Category/competitive/cultural keyword analysis including search engine, social and influencer sources
* Strategy Development: Ongoing strategic guidance and research
* Brand Guidelines: Establish look and feel outlining color theory, visual and copy constraints, messaging hierarchy, etc
* Campaign Development: Full execution of campaign materials to support production

Production
* TV/Online Video/Mobile/Banners
   * Pre/on-site production management including briefing, scripts, storyboards, partners, casting, location scouting, etc.
   * Development of complete schedule, budget, selected vendors and resource management shooting creative in tandem for efficiencies
   * Post production including editing, illustration, animation (as needed) with media instructions
   * Traffic to media
* Influencer Kits: Development and coordination of kits from final art through printing process including selection of vendors, samples, print check(s) and output.
* Localization Toolkit
   * Development and deployment of creative assets deriving templates for creative shortlist. List TBD based on localized needs.
   * Includes translations, style guide(s), digital repository and traffic instructions

SERVICES/ SCOPE

Social Media/PR Activation
*   Digital Media Planning: Consult with selected media partner for campaign briefing, target analysis, media ideation and behaviors, placement and added-value
*   Social Application: Takedown campaign to selected social/P2P networks
*   Digital PR Activation: Target and outreach digital influencers with personalized creative/messaging generating free media/PR placements/coverage

Website Consultancy
*   Information Architecture/UX: Consult on wireframe architecture and usability/functionality to ensure user experience and campaign extension
*   Website Design: Consult on creative direction specific to website design, visuals and copy from project initiation to completion. Includes SEO/SEM, tools/ application design and other technical elements TBD.
*   CRM: Create, execute and manage program utilizing key mediums, visuals and messaging highlighting purchase funnel

SERVICES / SCOPE

THE AGENCY FOR HOLISTIC BRANDING | THANK YOU.