



## Mobile Wallet Platform

A BTL Go-to-Market Strategy Outline From  
Centrestage Marketing Ltd



# Brief & Objective

Introduce the app to the target market.

Sign up both merchants and individual users.

Increase download traffic within the target market

**BRIEF**

**OBJECTIVES**

Develop a BTL plan

Increase brand love for Mo Change App

Convert TOM status into sales/uptake





Where are we?

## Mo Change

- New Product
- Great Product
- Great Name
- Meets Human Needs

## Key Sell

- Coin Solution

## Key Partners

- Coin Collection Partners (merchants)
- Coin Use Partners (users)

## Consumers

- Multiple Users
- Key Savers



# The Market Place



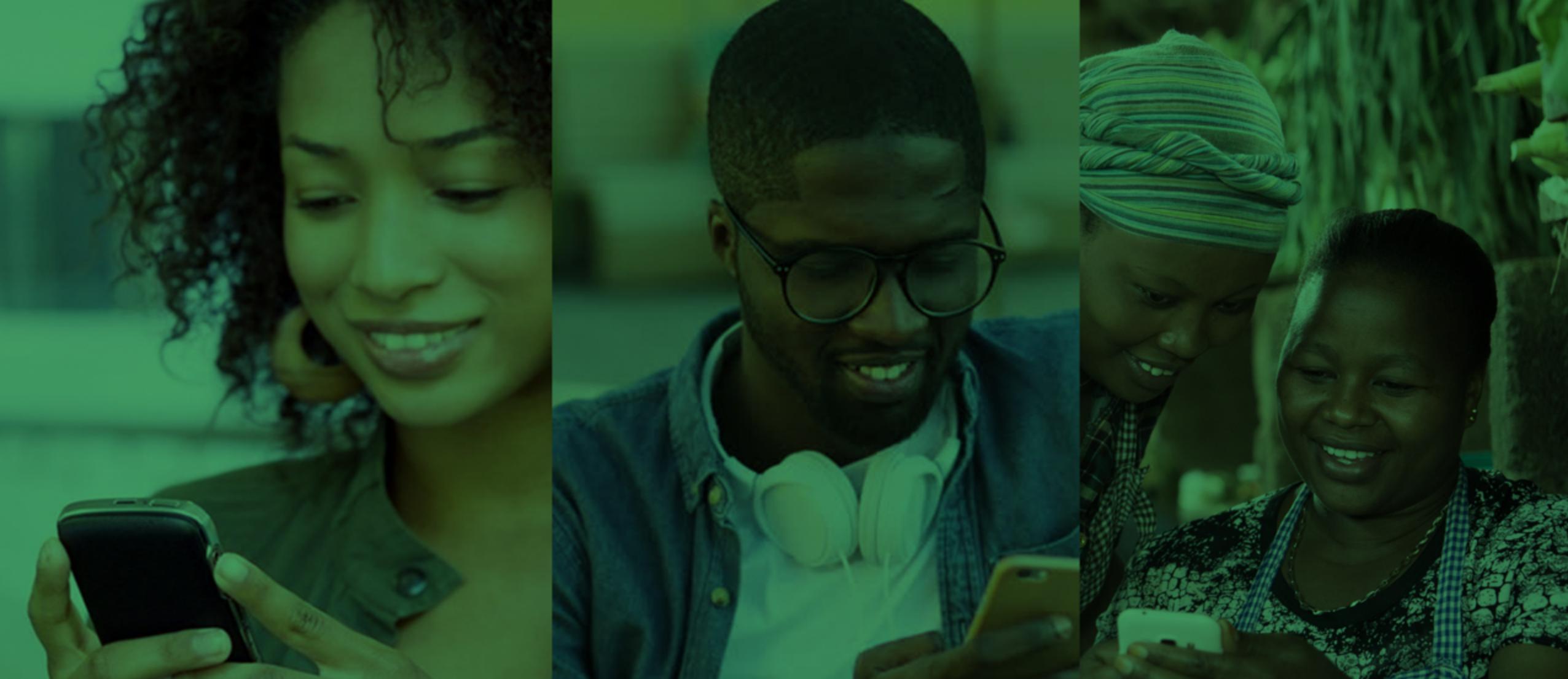
# The Key Players

Brand	Value Add	Attitude
M-Pesa	Internal/external money transfer, airtime purchase (self/other), merchant payment, withdraw, loans, M-pesa global.	<ul style="list-style-type: none"><li>• Network strong countrywide</li><li>• Convenient</li><li>• Available</li><li>• Easy</li></ul>
Airtel Money	Internal/external money transfer, airtime purchase (self/other), merchant payment, withdraw, loans, M-pesa global.	<ul style="list-style-type: none"><li>• Poor Network</li></ul>
Telcom		

Brand usage decisions are based on the brand, experience, accessibility, aspiration, quality, image and price.

\*To convert or recruit new consumers, a play on price during activations can make a significance difference.





# The Target Market

# The Store Owner (Merchant)

- Fast Adopters – They want to set the trend in their areas.
- Innovative – Find new ways to make money.
- Find new ways to bring convenience to the end user.
- Loves promotions and partnerships
- Looking for the next big thing



Kenya Power

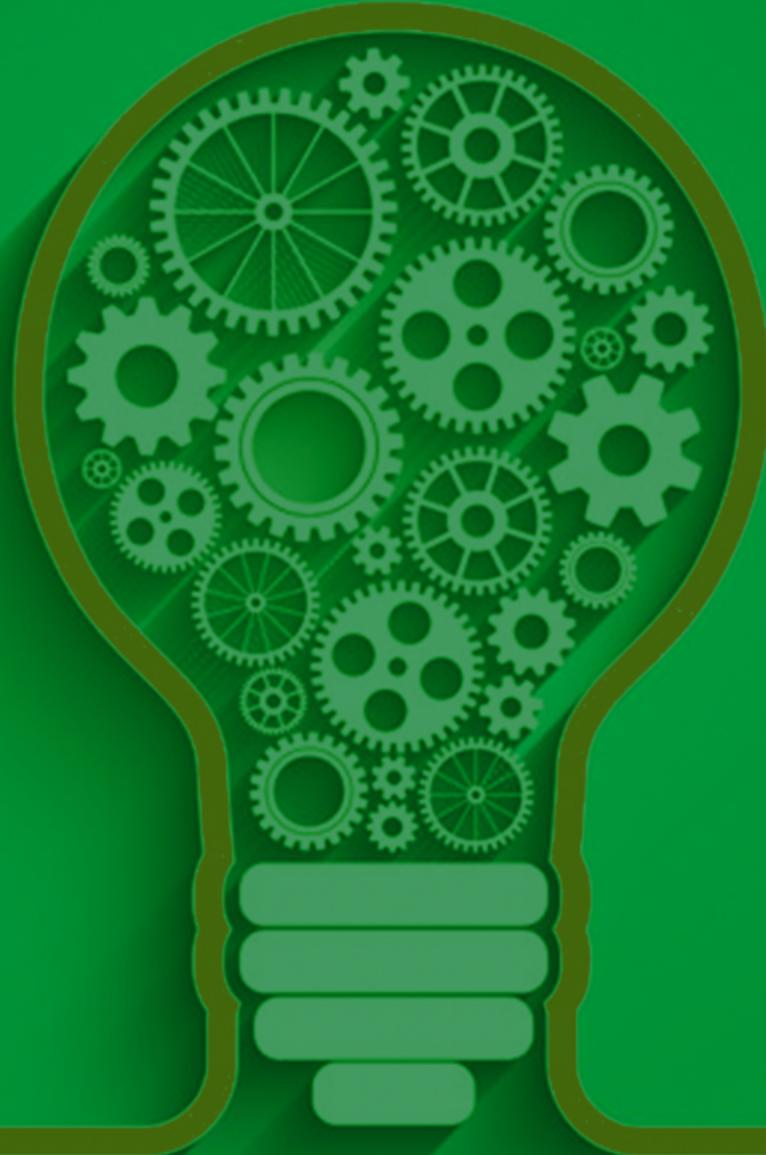


# The Consumer (User)

- Age 18-45
- They love value add solutions.
- They want convenient solutions.
- They look for ways to save money.
- Looking for the next big thing.



# Our Approach



# How Do We Reach The Target Market?



# Big Idea



# Execution



# Merchant sign-up

- Mo Change's role will be to have high level meetings with the decision makers for each outlet, with the aim to get approval to install the system in all their outlet till points.



# In-store



# Consumer sign-up

- 4 brand ambassadors outside the outlet
- Product introduction, education and demo
- Mo Change sign up
- Rewarding



\*This sign-up process will be carried out for 4 days for the next two weeks in targeted stores. We propose providing WiFi at the setup to aid the process of customer registration.



# Consumer Activation Walk Through



## Creating an activity that translates on-ground:

### Registration & Incentives

We propose having 4 girls per store per day. 4 will be located outside the store standing next to a branded setup (with flyers and merchandise) engaging passerby's and customers going in and out of Tuskys. We propose the setup to have the information desk setup feel, where customers can have a sit as we take them through the product.

- The brand ambassadors will educate the customers on the product and its value add as they take them through the app.
- The customer will then be encouraged to download the app using the free WiFi provided at the setup and informed of the giveaways.
- The customers will be asked to deposit a minimum change of Kes. 50 into their Mo Change account after buying items at Tuskys for a chance to win merchandise through a lucky dip mechanic.
- Each girl will have a target of 20 registrations per day.
- Our main goal to increase download traffic. However, it's important to maintain the traffic and avoid having one-off users who only download and register to receive the giveaways. Therefore, we propose the following:



## Creating an activity that translates on-ground:

### Continuity Of App Usage

#### ✓ Weekly Wins

- We propose weekly wins of Kes. 5,000 or a shopping voucher equivalent to the amount from the respective outlet, e.g. Tuskys.
- Customers will be encouraged to use the app frequently to attract more points and stand a chance to win.
- We propose Mo Change to send notifications and SMS blasts to existing customers, to notify them of the payments they can make via the app, weekly wins and how many more points they need to gain to stand a chance to win.

#### ✓ Cashier Rewards

- To help push app usage, we propose awarding the merchant employees - the cashiers.
- They interact with the customers as they make payment at the till, and they can easily suggest to customers to deposit their change into their Mo Change account.
- The cashiers will be rewarded based on how many deposits they have made each week.
- We proposing branding the cashiers during this period.



Creating an activity that translates on-ground:

### **Other Ways To Promote App Usage**

#### **✓ Awarding With Points On App**

- Customers get XXXX points for every XXXX shillings used in the app.
- They can then redeem the points to pay or buy other services within the app.

#### **✓ Discounts On App**

- After using XXXX amount on the app, customers can get discounts codes which they can use to make payments to merchants on the app.

#### **✓ Rewarding Loyal Customers**

- Loyal customers can be rewarded with money/ more points/Mo Change membership card which has value.



# Activation Plan

CSM will recruit brand ambassadors who will start signing up consumers once outlet approvals are confirmed and communicated.

The BAs will then be trained internally and given all the material needed to aid with the sign-ups. This includes; Company tags, business cards, branded uniforms, sign up stationary etc.

We will start with **60 outlets** countrywide, working with **75 Bas** in total. Five outlets will have 2 Bas, while the rest have 1.

Regions - Nairobi, Western, Mombasa and Mountain



# Sign-up Plan

- Team involved: **Brand ambassadors & Supervisors per region.**
- BAs will be allocated recruitment areas per their region.
- They will target to sign-up 20 users per day during the recruitment phase.
- They will have an incentive plan that will encourage consumers to sign-up to the app.
- They shall work closely with Mo Change.



Parking lots &  
office parks



# Registration

## Office Parks

- Our team will meet with HR personnel from different offices and agree on when to meet their employees.
- The employees will be educated about the product and convinced to download and sign up for Mo Change by our branded BAs.
- They will get a chance to participate in a lucky dip and win branded merchandise.

## Parking Lots

- One brand ambassadors standing next to a branded booth and pull up banner. Sign-up happens here.
- Two BAs handing out flyers in the parking lot.
- Product introduction and education
- Mo Change sign up
- Rewarding

\*This sign-up process will be carried out for 4 days for the next two weeks in targeted stores. We propose providing WiFi at the setup to aid the process of customer registration.



# Giveaways



# ABOUT CENTRESTAGE

- Established in 2003, CentreStage Marketing is one of Kenya's most exciting and innovative brand experience and event management companies
- We are passionate, dynamic, creative and reliable, offering the best experiential solutions. We deliver cost effectiveness and excellence that create client satisfaction and confidence
- We specialize in tailor-made solutions from event planning and management, experiential promotions, roadshows and on-the-go promotions to in-store promotions and product launches





# Why Us?

**EXPERIENCE** 14 years experience in this region – across brands and categories

**STRONG** on ground, hands on experience across key market

**EXCELLENT** operating systems, procedures and feedback mechanisms

**GOOD RELATIONSHIP** with the government and relevant authorities

**SECURE** strong financial base with ability to undertake projects that require large capital outlay

**EXCELLENCE** this is our core business. We do it well



APPRECIATING THE FINER THINGS IN LIFE.



## MEET VARCITY

A vibrant, online youth brand targeted at the 18-24 demographic with a core focus on university students.

Varcity connects with the youth through our various platforms, equipping them with knowledge, providing information and news updates and creating a positive environment for interaction and self-expression.



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thank  
you!

