Tired of losing money to fees?

With SimlessPay, every pound goes where it matters most.

#£very POUND counts

SIMLESSPAY CAMPAIGN BRIEF – #EveryPoundCounts

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Introduction

The #EveryPoundCounts campaign is a 8-week branded awareness and engagement initiative focused on highlighting the emotional and financial value of what users save by using SimlessPay. With zero transfer charges and better exchange rates, the platform helps users do more with less. While the campaign will illuminate how something as small as a £1 in cost savings on SimlessPay can create meaningful impact (means more money sent home, or more money saved towards something else), it will also properly highlight SimlessPay's offerings in spectacular fashion. The campaign will start with the introduction and awareness drive on our pages, then engagement rally by our respective influencers, and end with the UGC campaign.

Theme Justification
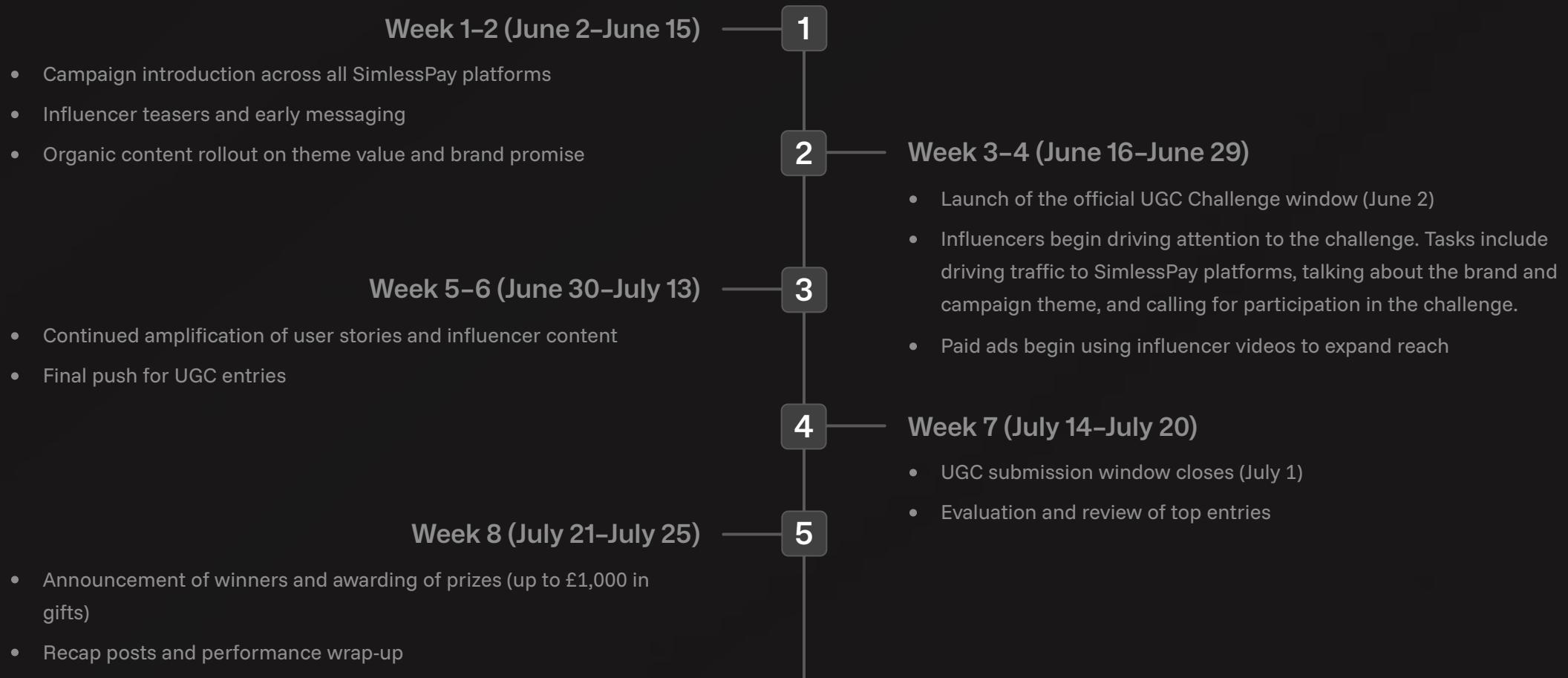
1 GBP doesn't seem like much until you realise it can buy a meal for someone in Nigeria. Many remittance platforms chip away at transfers through hidden charges and inflated rates. SimlessPay does not.

#EveryPoundCounts is a financial awareness campaign that aims to highlight the importance and worth of these transfer fees that we do not charge. Users will better appreciate our brand promise and our value proposition when they are able to understand just how much they have (or will) been able to save through SimlessPay.

Highlights

- Price Comparisons: Show side-by-side cost differences between SimlessPay and competitors.

- What £1 Can Buy: Share posts highlighting what (preferably nostalgic pieces like akara, cold pure water, a plate of ewa agoyin, fireworks, etc) a pound and/a pence can still purchase (the emotional worth as well).

- Customer Spotlights: Spotlight contributions from users on how small savings made a big impact in their life or career. Reward randomly with merch.

Campaign Timeline & Structure

Week 1–2 (June 2–June 15) — 1

- Campaign introduction across all SimlessPay platforms
- Influencer teasers and early messaging
- Organic content rollout on theme value and brand promise

2 — **Week 3–4 (June 16–June 29)**

- Launch of the official UGC Challenge window (June 2)
- Influencers begin driving attention to the challenge. Tasks include driving traffic to SimlessPay platforms, talking about the brand and campaign theme, and calling for participation in the challenge.
- Paid ads begin using influencer videos to expand reach

Week 5–6 (June 30–July 13) — 3

- Continued amplification of user stories and influencer content
- Final push for UGC entries

4 — **Week 7 (July 14–July 20)**

- UGC submission window closes (July 1)
- Evaluation and review of top entries

Week 8 (July 21–July 25) — 5

- Announcement of winners and awarding of prizes (up to £1,000 in gifts)
- Recap posts and performance wrap-up

Campaign Duration: June 2 – July 25 (8 Weeks)

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Campaign Activities

Content Series

Creating engaging content that highlights SimlessPay's value proposition

Influencer Collaborations

Working with creators to share personal experiences and drive engagement

Brand Engagement & Rewards

Implementing referral programs and UGC challenges with prizes

Multichannel Push

Utilizing email, notifications, social media, and paid advertising

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Content Series

Price Comparisons

Side-by-side visuals showing SimlessPay vs. competitor platforms.

What £1 Can Buy

Showcasing nostalgic Nigerian street items (e.g., akara, fireworks, gala & La Casera, ewa agoyin, cold pure water, etc.).

Savings Stories

User-submitted stories on (1) how they were able to navigate black tax in their early days in the UK, (2) major projects they have been able to accomplish since they moved to the UK thanks to their meticulous savings, (3) any peculiar story on how SimlessPay app has been of immense help since they started using it. Most-touching or engaging stories stand a chance to receive SimlessPay merch.

Emotive Edits

Text posts and content reinforcing the "every pound counts" or " £1 is not small change" idea.

Influencer Collaborations

Personal Value Stories

Creators share their personal takes on the emotional value of £1 in Nigeria.

Platform Comparisons

Short form video reviews comparing SimlessPay to other platforms.
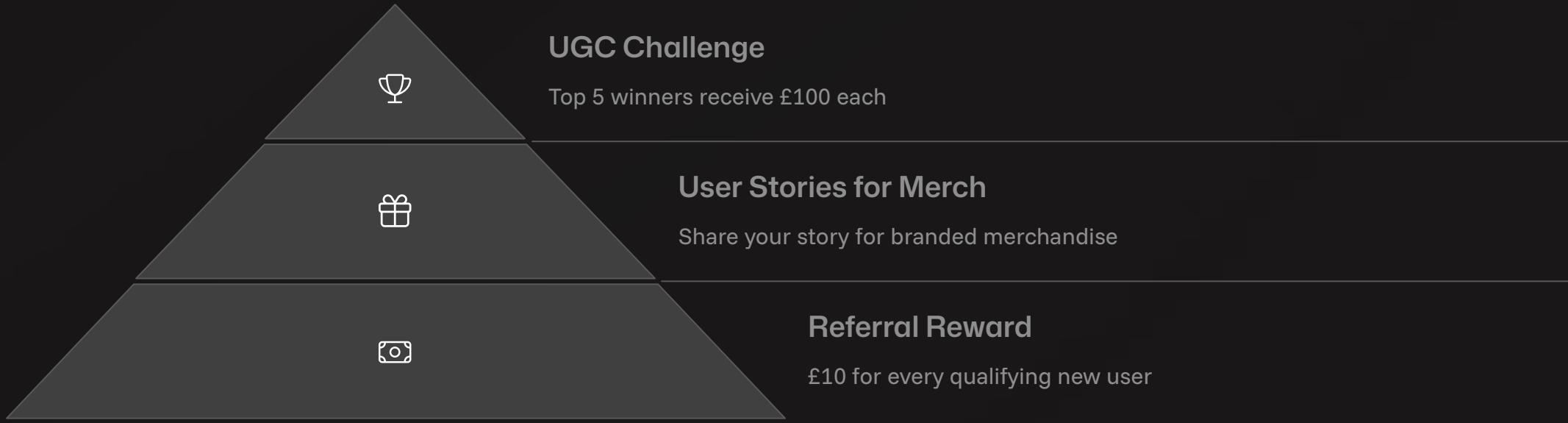
App Promotion

Encourage downloads, and invite audience to send in stories (to SimlessPay's email) of what their "saved pounds" have helped them do.

UGC Challenge Promotion

Drive attention to the UGC Challenge with clear CTAs and possible demo content.

Brand Engagement & Reward Structure

UGC Challenge

Top 5 winners receive £100 each

User Stories for Merch

Share your story for branded merchandise

Referral Reward

£10 for every qualifying new user

Referral Reward: Get £10 for every new user you refer who downloads the app and transacts at least £250.

User Stories for Merch: Follow SimlessPay on social media and share your story as a public post (tag us) for a chance to receive branded merchandise. Anonymous email submissions are welcomed but do not qualify for reward.

UGC Challenge (June 2–July 1): Participants create and share original video content aligned with the campaign theme and highlighting SimlessPay's value. All participants must be registered SimlessPay users. Top 5 winners receive £100 each. Runners-up receive SimlessPay-branded merchandise. Winners will be announced on July 11.
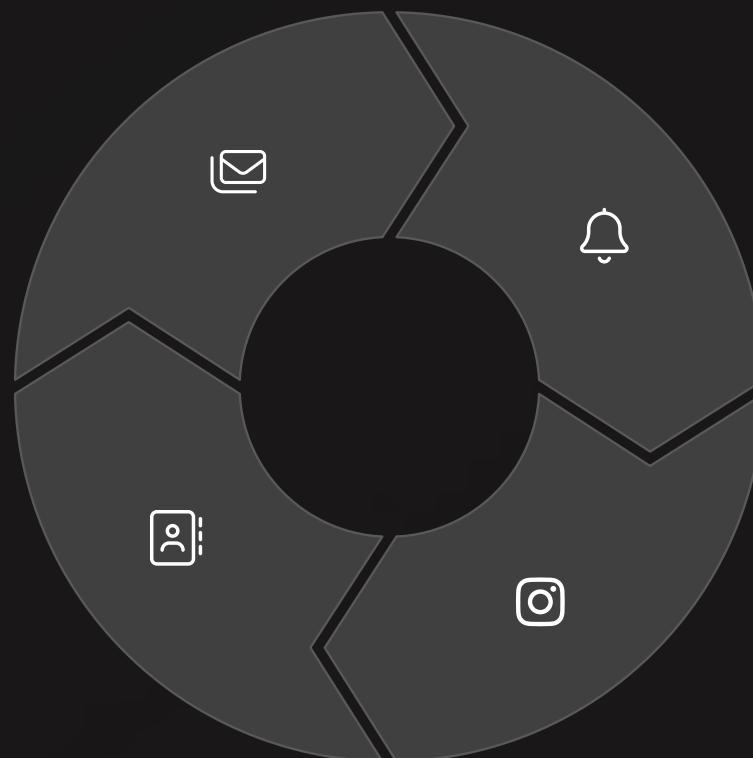
Multichannel Push

Email Blasts

Weekly messages reinforcing campaign theme, with user stories and value snapshots.

Push Notifications

Short, honest reminders of the campaign, UGC challenge, and the power of £1.

Paid Ads

Ads to run on Meta (Facebook & Instagram) and Twitter, using influencer content to drive reach, downloads, and campaign awareness.

Social Media Posts
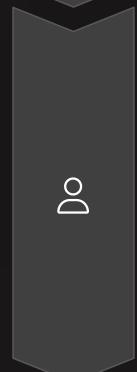
Primary platform focus on Instagram, Twitter, Facebook, and LinkedIn.

Deliverables by Team

Comms Team

- Develop full content calendar (stories, posts, influencer videos).
- Create campaign moodboard and branding assets.
- Coordinate with influencers and ensure deliverables align with campaign message.
- Write email and app notification copy.
- Set up ads to run for at least 4 weeks of the campaign period.

Influencers

- At least 3 video deliverables (in line with the campaign) per influencer during the period
- 2 videos focused on campaign activities and rewards (1 intro, and 1 reminder)
- 1 general campaign-aligned content
- Other videos within the period should carry the hashtag #EveryPoundCounts hashtag
- Participate in campaign awareness and storytelling by reposting page posts to stories at least.
- Drive traffic and inspire UGC submissions

Management

- Approve moodboards and influencer briefs.
- Finalize and oversee reward structure and merch
- Provide performance metrics and evaluate campaign success.

Expectations & Success Metrics

Expectations

- Higher engagement from diaspora communities
- Spike in app installs and transaction data
- Brand recall increase thanks to the highlighted value proposition.
- User-generated content for marketing purposes

Success Metrics

- % Increase in app downloads, user registrations, and completed transfers during and for a month after the campaign window
- Social/Page Reach and Engagement numbers during the period
- Number of user stories submitted
- Influencer reach vs conversions (tracked using their referral codes)
- Overall referral spike during campaign window

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