



# Brand Communication Program for Gift Card Expansion

By Parastoo Zoraghi  
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# Gift Card Expansion


Welcome to a presentation on the Brand Communication Program for Wallex's new gift card expansion. we'll explore the strategies & goals to ensure the success of this exciting venture.





# MAIN CHALLENGES

Provide An analysis of the main challenges facing the brand in the direction of the success of the new product



# MAIN CHALLENGES

## Audience Shift

Understanding the unique requirements and preferences of the gift card audience in comparison to the crypto exchange audience is vital. Adapting our messages to precisely meet their specific needs, preferences, and behaviors, particularly in situations involving financial constraints and sanctions, is essential for effective marketing efforts. The audience for these types of services has distinct expectations. This implies that they are willing to pay a premium for an exceptional experience and world-class customer service.

## Intense Competition

Competing with well-established players like Aval Pardakht and Iranicard, which have a significant market share and presence, demands a strategic approach to distinguish Wallex and position its gift card service as the preferred choice for the audience. When entering a competitive market, it's crucial to establish a unique selling proposition (USP) and a clear differentiation strategy.

## Elevating Gift Card Awareness and Demand

Many individuals currently lack awareness of the versatile advantages of gift cards or have not previously considered them as an option. Shifting customer behavior and perception to generate genuine demand requires a strategic plan. Overcoming this challenge involves addressing resistance to changing habits and expanding the market to new audiences who may not have traditionally considered gift cards as a solution.



# COMMUNICATION GOALS

According to the analysis, determine three communication goals based on priority to respond to the main challenges raised.



# COMMUNICATION GOALS

## Audience Segmentation and Personalization

- **Objective:** To understand and segment the gift card audience effectively and personalize marketing messages to meet their unique preferences and expectations.
- **Rationale:** The gift card audience has distinct needs and expectations. By segmenting this audience and tailoring messages to their preferences, Wallex can provide a more personalized and appealing experience, which is crucial for success in this competitive market.

## Establishing Unique Value Proposition (USP)ation

- **Objective:** To define and communicate a clear USP that distinguishes Wallex's gift card service from competitors like Aval Pardakht and Iranicard.
- **Rationale:** In a highly competitive market, having a compelling USP is vital. Wallex needs to articulate why its gift card service is superior, whether it's offering a broader range of card options, better pricing, or a more user-friendly experience. This will help attract and retain customers.

## Building Trust and Exceptional Customer Service

- **Objective:** To build trust and position Wallex as a provider of exceptional customer service within the gift card market.
- **Rationale:** Trust is crucial when dealing with financial services like gift cards. Wallex should communicate its commitment to security, reliability, and outstanding customer support. This will reassure customers and differentiate the brand from competitors.



# PROPOSED CAMPAIGN OVERVIEW

Propose a brand communication campaign of your choice for one of the set goals and prepare a summary of its implementation plan.



## CAMPAIGN OVERVIEW:

This campaign aims to position Wallex as a trusted and customer-centric provider of gift card solutions in a competitive market. It leverages audience segmentation, a unique value proposition (USP), and a strong emphasis on exceptional customer service to address the challenges and meet the communication goals effectively.







# **CAMPAIGN STRATEGY**

# CAMPAIGN STRATEGY

## Audience Shift and Personalization:



- **Target Audience:** Segment the audience into distinct groups based on gifting occasions, interests, and demographics.
- **Personalized Messaging:** Create tailored messages for each segment, addressing their unique gifting needs.

## Distinctive USP and Competition:



- **USP Definition:** Highlight Wallex's unique selling proposition (USP) – the widest selection of gift card options, competitive pricing, and a hassle-free experience.
- **Clear Messaging:** Emphasize how Wallex stands out from competitors like Aval Pardakht and Iranicard.

## Elevating Gift Card Awareness and Demand:



- **Storytelling Video:** Create a compelling video showcasing how Wallex gift cards bring joy and convenience by enabling access to international content, entertainment, and products. This video evokes emotions and empowerment.
- **Social Media Engagement:** Launch social media contests and challenges where users share their dreams and aspirations of using Wallex gift cards. Utilize relevant hashtags to create buzz.
- **Influencer Collaboration:** Partner with Iranian influencers (game, tech, video, and lifestyle influencers). Have them share personal stories of using Wallex gift cards and how it has expanded their joy world.
- **Interactive Website:** Develop a dedicated campaign landing page on the Wallex website, offering educational content about different gift cards and how to purchase, redeem, and use them for various international services.
- **Email Campaign:** Send personalized email campaigns to existing Wallex customers, highlighting the new gift card service and its benefits. Provide special offers and incentives for early adopters.
- **Community Penetration:** Join different community groups or collaborate with channels and pages to offer discounts. (gaming and entertaining communities in Telegram, Discord, and Instagram)
- **Customer Support:** Offer dedicated customer support for gift card users to address their specific needs and concerns, building trust through excellent service.
- **Content Marketing:** Create informative blog posts and videos about the benefits of Wallex Gift Cards.
- **Social Media Campaign:** Run targeted ads on platforms where the new audience spends time.



# **IMPLEMENTATION PLAN**

# IMPLEMENTATION PLAN



## Phase 1: Audience Segmentation and Personalization

- Conduct in-depth audience research and segmentation.
- Create personalized messaging for distinct audience segments.
- Design visually appealing content for different usage occasions.



## Phase 2: Defining the USP and Competitive Edge

- Define and refine Wallex's unique value proposition (USP). Develop marketing materials that clearly communicate the USP. Launch marketing campaigns highlighting Wallex's competitive edge.



## Phase 3: Elevating Gift Card Awareness and Demand

- Develop a compelling storytelling video and share it across all campaign touchpoints.
- Launch engaging social media contests and challenges.
- Partner with influencers to share their personal Wallex gift card stories.
- Develop an interactive campaign landing page on the Wallex website.
- Initiate email campaigns with personalized content and offers.
- Advertise in Telegram and Discord communities.
- Provide dedicated customer support and content marketing.



# MEASURING SUCCESS

How will you measure the success of the campaign?



# SUCCESS MEASUREMENT

1

## Audience Engagement and Personalization:

- **Success Indicator:** A significant increase in engagement on social media platforms and the campaign landing page among segmented audiences.
- **Measurement Method:** Track likes, shares, comments, and clicks on personalized contents

2

## USP Effectiveness and Competitive Positioning:

- **Success Indicator:** Increased conversion rates among costumers who are not purchasing gift cards for the first time.
- **Measurement Method:** Analyze conversion data and compare it to the pre-campaign baseline. Conduct customer surveys to assess feedback on Wallex's unique advantages.

3

## Gift Card Awareness and Demand:

- **Success Indicator:** A noticeable rise in online searches, mentions, and discussions related to gift cards.
- **Measurement Method:** Monitor search engine trends, social media mentions, and engagement with gift card-related content.
- **Influencer Impact:** Measure the reach and engagement of influencer collaborations through tracking mentions, likes, shares, and comments on their content.



# **MEDIA & BRAND TOUCH POINTS**

Which media and brand touch points will you use in this campaign?



# MEDIA AND BRAND TOUCH POINTS

## **Social Media Platforms: (Facebook, Instagram, Twitter)**

Share engaging content, contests, and challenges. Promote the storytelling video and influencer collaborations.

## **Website and Interactive Landing Page:**

Host the storytelling video and educational content. offering 24/7 support and consultancy for gift card purchasing

## **Content Marketing:**

Publish informative blog posts, videos, and infographics on the Wallex website. Share content through social media and email.

## **Email Campaign:**

Send personalized emails to existing customers. Provide incentives and direct recipients to the campaign landing page.

## **Community Engagement:**

Advertise in Telegram, Instagram, and Discord pages, groups, channels, and communities. Engage with community members through special offers and promotions.

## **Customer Support:**

Offer dedicated support channels for gift card users. Share success stories and testimonials from satisfied customers.

## **Influencer Collaborations:**

Leverage influencers to share stories and experiences. Amplify influencer content through social media.

## **Social Media Advertising:**

Run targeted ads on Facebook, Instagram, and Twitter and etc. to drive traffic to the campaign landing page. May utilize paid promotions to increase visibility.





**THANK YOU**

Parastoo Zoraghi