



Scotiabank

Introducing: ScotiaPay

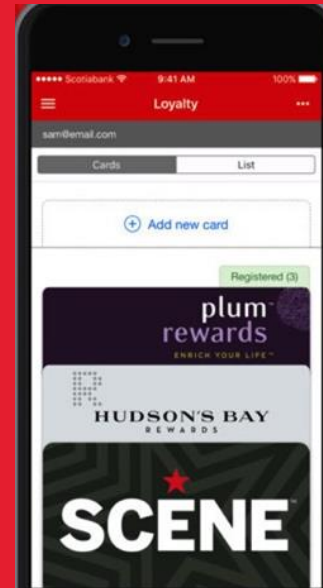


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Introduction

- Mobile Wallet
- RoundUp features
- Connects to:
 - Savings Accounts
 - Charities
 - Investments
 - Cryptocurrency



SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ● Well-diversified: Nearly 60% of business line is international, leading bank in the Americas, 55% of earnings from Canadian market. ● High levels of technology investment into digital banking strategies. ● Named “Bank of the year” in Canada in 2019 	<ul style="list-style-type: none"> ● Especially after capital divestitures, presence is limited primarily to Americas.
Opportunities	Threats
<ul style="list-style-type: none"> ● Surging increase in digital banking amid Covid-19 in Canada, esp. Over-65s. ● Ecommerce industry continues to grow ● Increasingly advanced technologies allow for an improved banking experience ● Significant increase in financial literacy programs from Canadian banks 	<ul style="list-style-type: none"> ● Covid-19 has reduced retail spending. ● Due to the numerous countries Scotiabank has a presence in, it is exposed to various currency fluctuations. ● Increasing shift to online can threaten physical infrastructure ● Intense competition from other major Canadian banks



Objectives

- 90% awareness of the Scotia Mobile wallet within the existing Scotiabank customer base.
- 60% Conversion (Download of app)
- Target 80% of our existing members and 20% of new members

Target Audience

Demographics:

- Females & Males
- Millennials Ages 25 – 45+
- Single/ common law /married
- Traditional/ conventional families
- Average income of 30k+
- Post-secondary education; University degree and/ or College diploma

Psychographic:

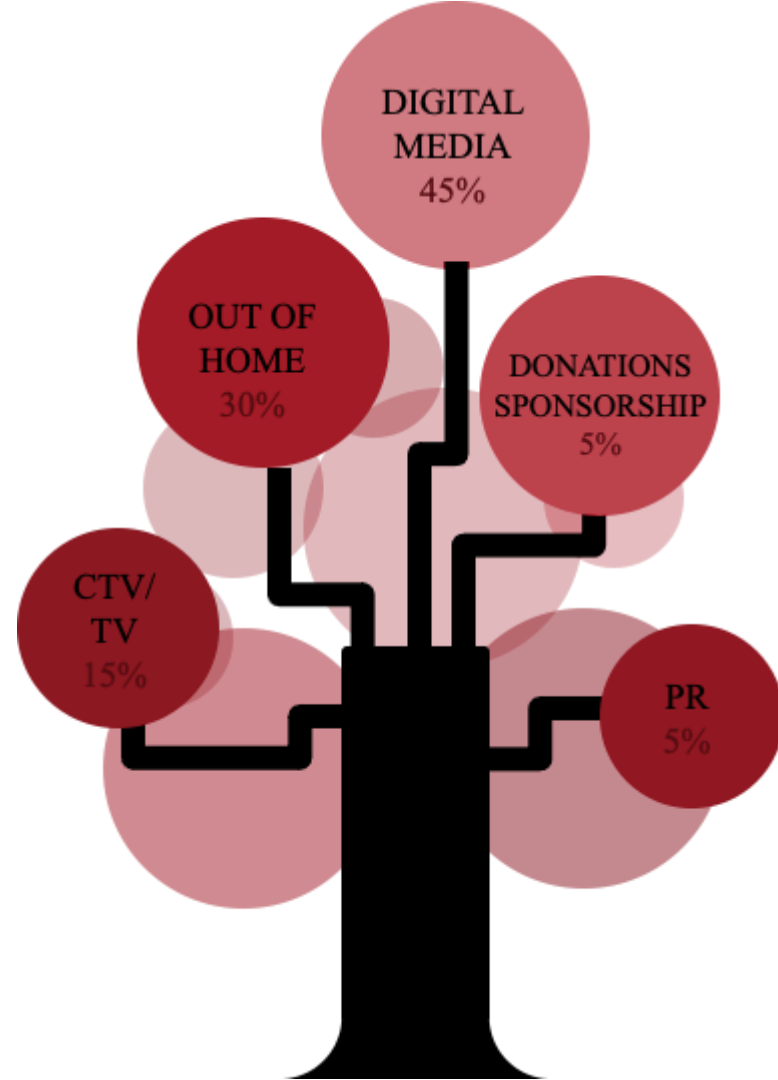
- Frequently donates to charities and good causes
- Cares about their carbon footprint
- Appreciates brands who are transparent and eco friendly

Behavior/ Values

- Convenience
- Sustainability
- Good customer service
- Safety

Media Mix

Collective strategy of Media, Communications and Advertising Plan for the launch and success of Scotiabank's Mobile Wallet.



Budget

Digital Media:

E-mail, paid ads on FB, Instagram, Twitter, Snapchat

Out of Home:

Digital and print billboards, Transit Ads

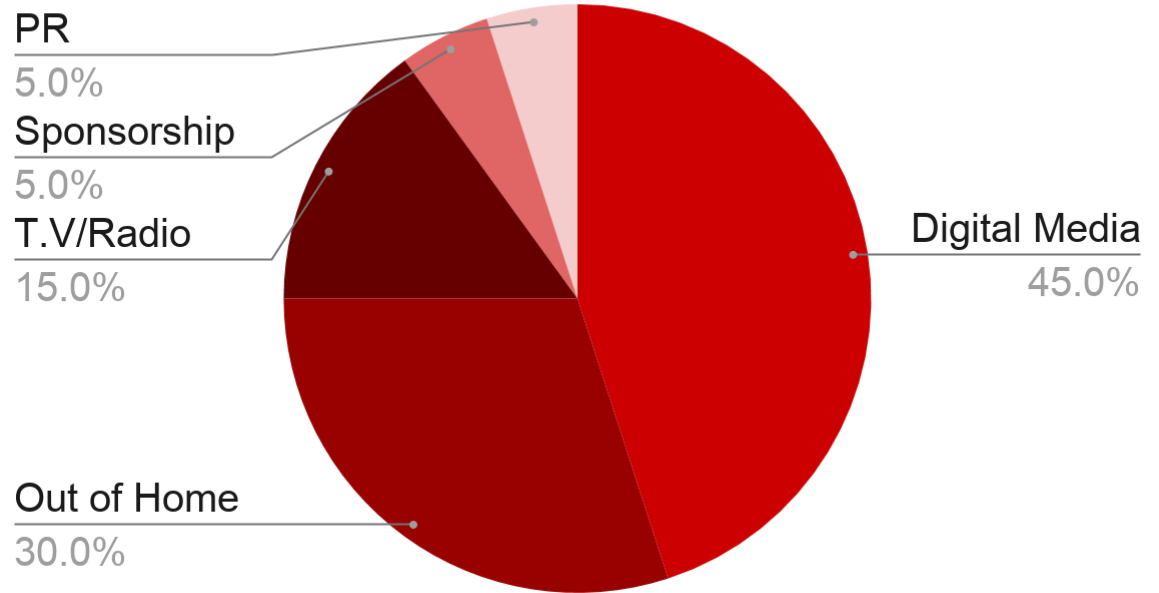
T.V/ Radio:

30 sec and 10 sec commercial

Sponsorship

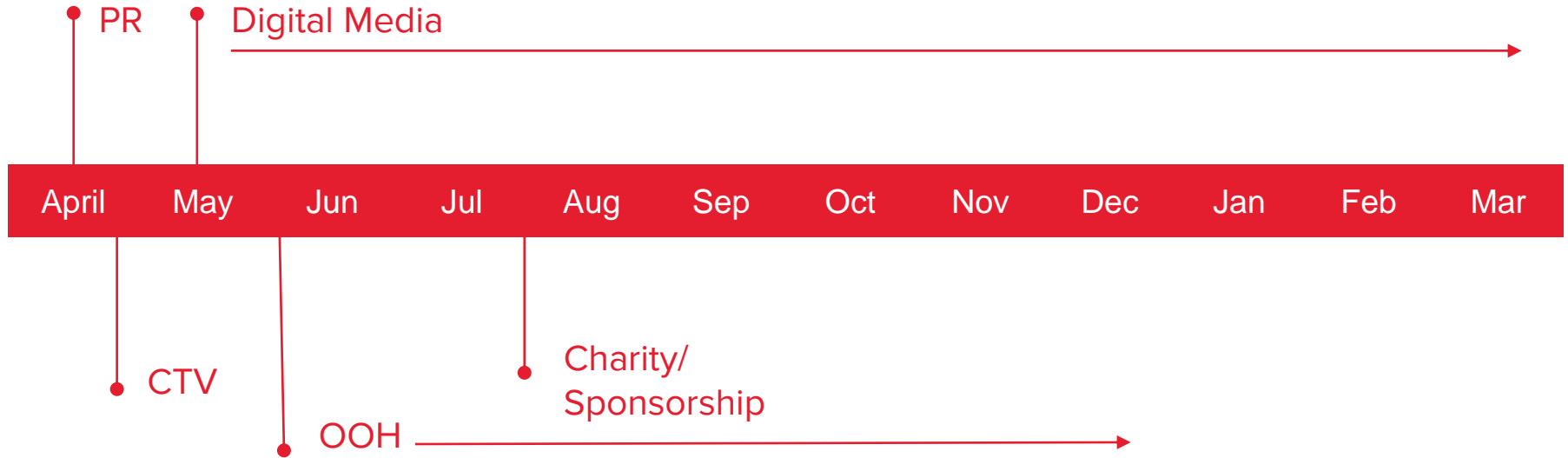
Environmental initiatives

Budget Allocation



Timeline

MARKETING STRATEGY TIMELINE





Digital Marketing



Introducing Scotiabank Mobile Wallet App

SIMPLICITY IS JUST ONE CLICK AWAY



0:00 / 2:14

Mobile Wallet

A SMART AND SECURE WAY TO PAY AND SAVE

Enjoy the freedom to use your debit and credit cards on an eligible Android and Apple device to tap and pay for items in store, just as you would with your regular card. What's more? With the new-look Round Up® feature you choose where the extra money goes with every tap.

Voice Activation
WHEREVER, WHENEVER

Seamless Pay
JUST SWIPE AND GO!

Fully Encrypted
SECURITY YOU CAN
DEPEND ON

Benefits

Use it anywhere you can tap.

Landing Page

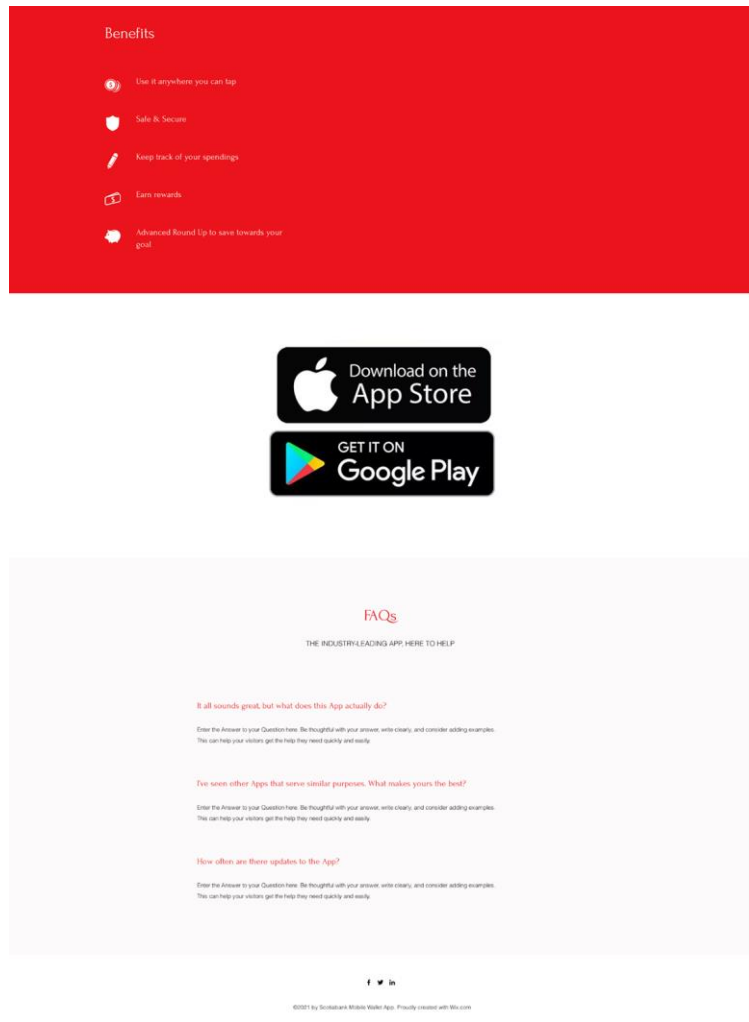
- Introduction
- Demo video
- Features





Landing Page

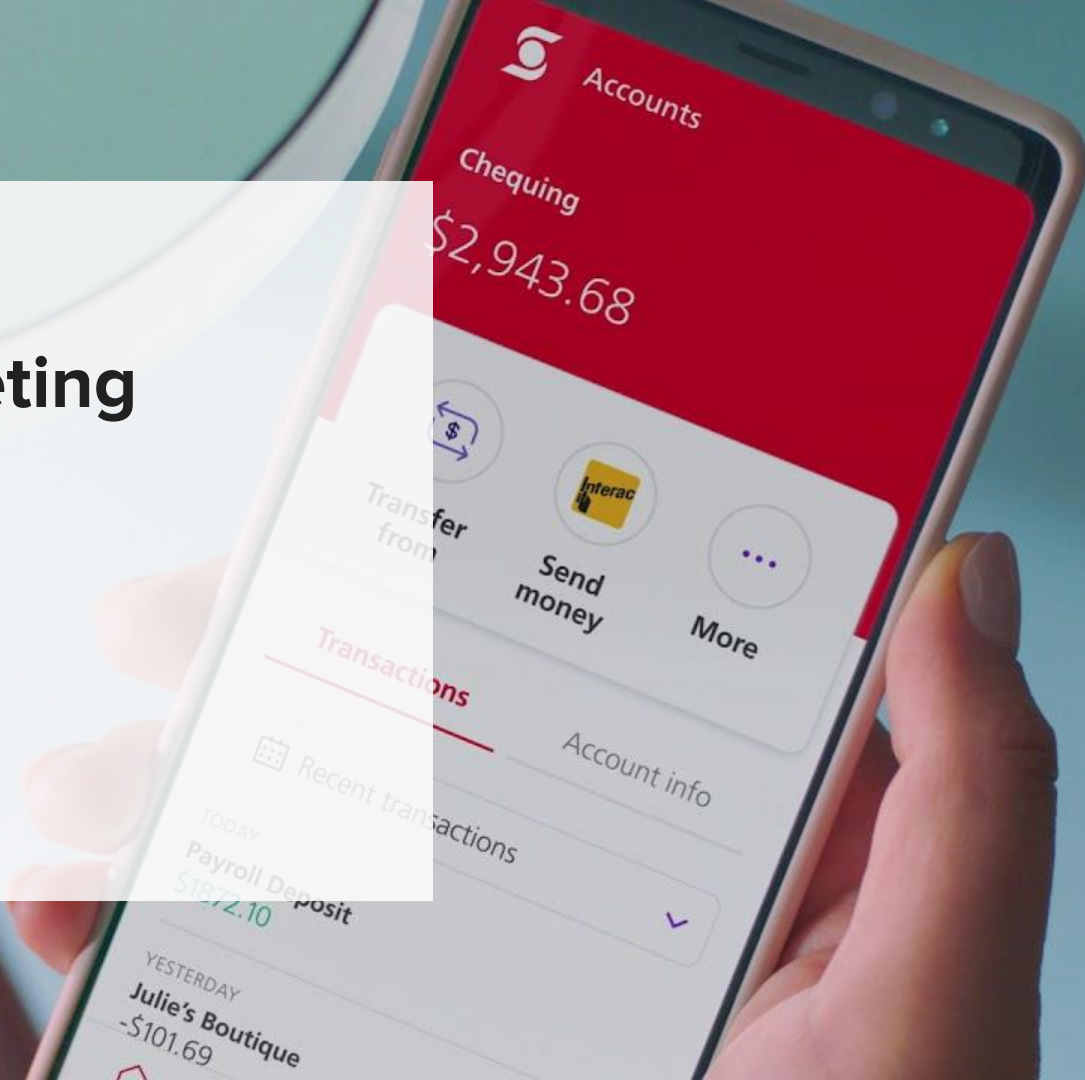
- Benefits
- Call to action
- FAQs



In-app Marketing

Within Scotiabank app

Target : 60%

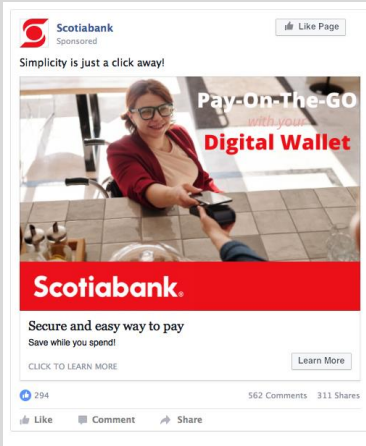


Search Engine Marketing

Keyword	Search volume	Google Indexed pages	Competition	Buying cycle
Mobile wallet	1,000	380,000,000	Extremely competitive	Awareness
Digital wallet	10,000	162,000,000	Extremely competitive	Awareness
Wallet app iphone	1,000	85,900,000	Competitive	Consideration
Wallet app android	1,000	94,400,000	Competitive	Consideration

Paid Media Marketing

- Keyword : Download Mobile Wallet
- Buying Cycle: Conversion



Scotiabank Sponsored

Like Page

Simplicity is just a click away!

Pay-On-The-Go
with your
Digital Wallet

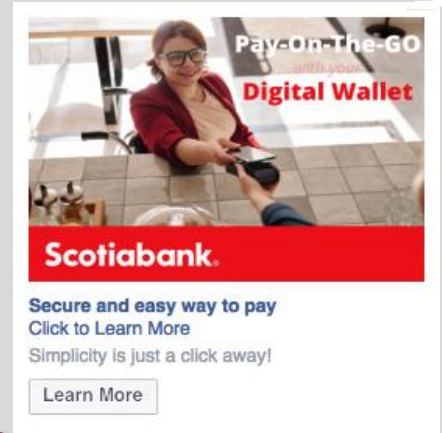
Scotiabank.

Secure and easy way to pay
Save while you spend!

CLICK TO LEARN MORE [Learn More](#)

294 562 Comments 311 Shares

Like Comment Share

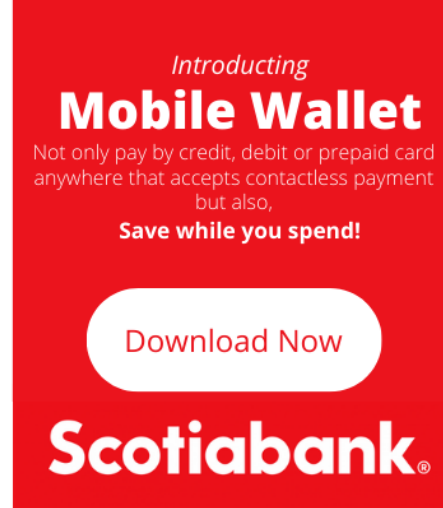
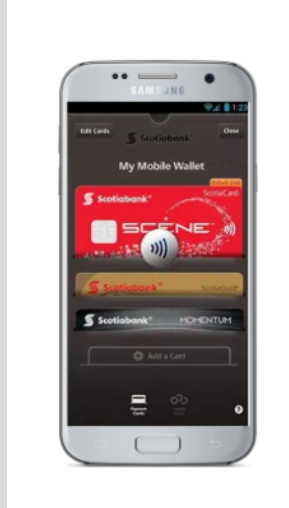


Pay-on-The-GO
with your
Digital Wallet

Scotiabank.

Secure and easy way to pay
Click to Learn More
Simplicity is just a click away!

[Learn More](#)

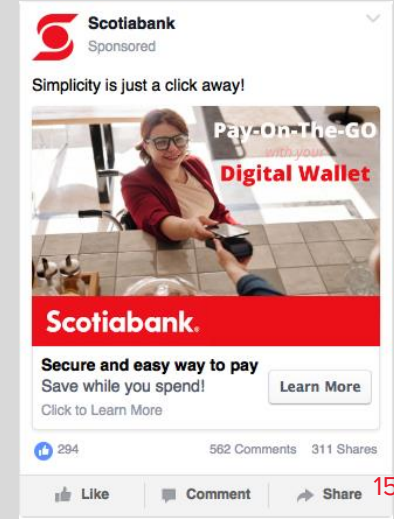


Introducing
Mobile Wallet

Not only pay by credit, debit or prepaid card
anywhere that accepts contactless payment
but also,
Save while you spend!

[Download Now](#)

Scotiabank®



Scotiabank Sponsored

Simplicity is just a click away!

Pay-On-The-Go
with your
Digital Wallet

Scotiabank.

Secure and easy way to pay
Save while you spend!

[Learn More](#)

294 562 Comments 311 Shares

Like Comment Share

Social Media Marketing



Facebook

- *Awareness*



Twitter

- *Awareness*



YouTube

- *Awareness*
- *Conversion*



Instagram

- *Awareness*

Email Marketing

- Launch
- Re-target

Content Marketing

- Blog posts
- How-to-tips

PR

- Media story to reach masses



Press release



Scotiabank Website



Connected TV (CTV)

BENEFITS :

- Targeted approach
- Awareness and Reach
- Cheaper than traditional TV Commercials

65%

As per COMMB
Millennials more likely to be in
a CTV only house.

PLAN :

30 sec and 10 sec short video - Prime time shows, sporting events, live concerts, season finales.

CREATIVE : Focus on ease of use and benefits.

3 Step Process - Download, Tap, Pay

Download



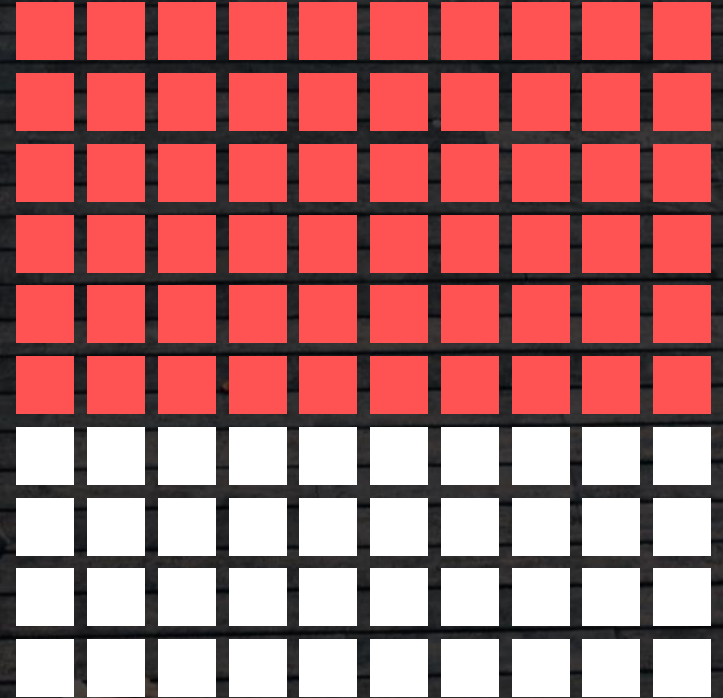
Tap



Pay

OUT OF HOME

- Transit
- Billboards
- Stickers
- Urban Advertising





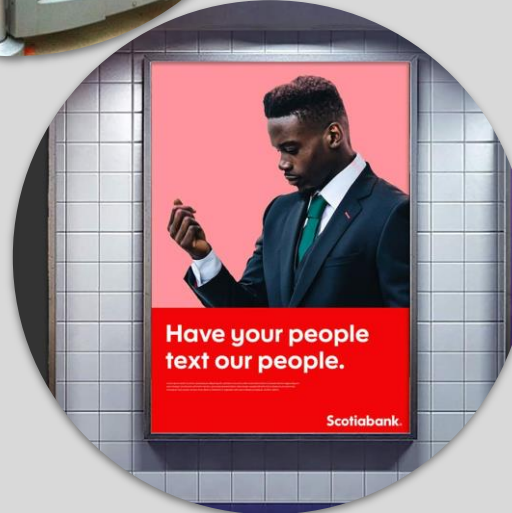
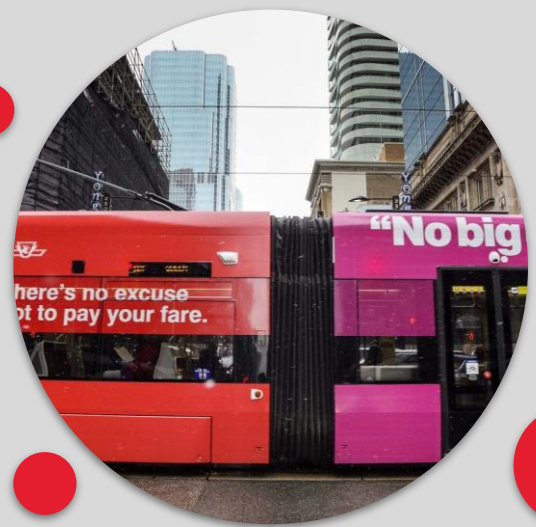
Benefits

- Media Mix Reinforcement
- Massive Reach
- Location specific
- Flexibility
- Cost Effective
- High Conversion rate



TRANSIT

1. Transit shelter
1. Street Furniture
1. Train Stations
 - a. Inside subway trains
 - b. Station waiting rooms
 - c. Major stations
 - d. Streetcar vinyl wraps



URBAN ADVERTISING

NFC Enabled Screens at transit shelters and Street Furniture

Tap to download and donate

Be redirected to Scotiabank mobile Wallet app download.

Be redirected to donate to Eco Friendly Initiatives.



BILLBOARD

S

- Build Brand Awareness
- High number of views and impressions compared to other methods
- Drivers/ Working class is a captive audience.
- Can't be ignored
- Flexibility in format
- Strong visual appeal



33%

and pay

Mobile Wallet - Your smartphone just got smarter

Upgrade your wallet. Pay faster and digitally store your receipts with My Mobile Wallet



Scotiabank

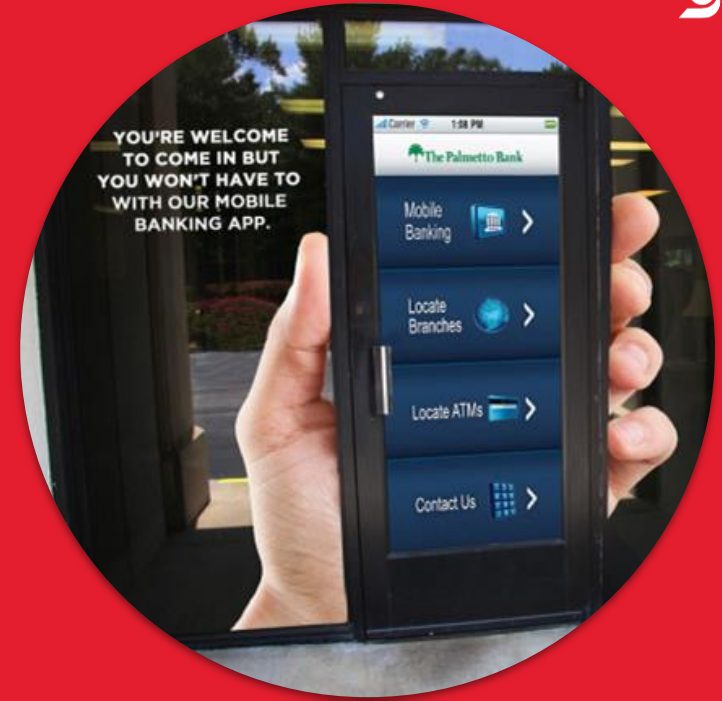
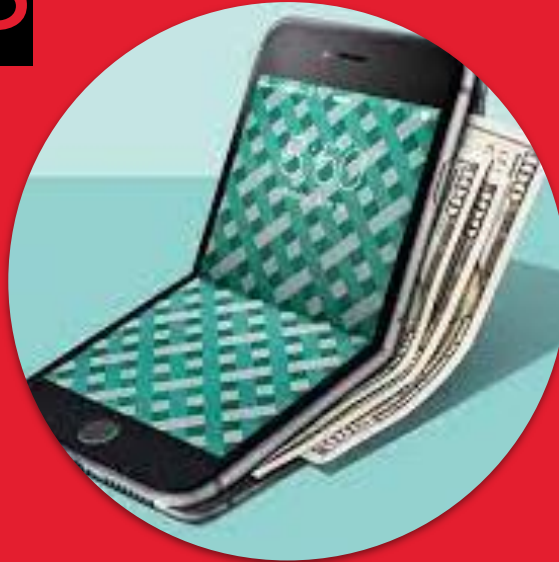
People are more alert when outdoors

STICKERS




Scotiabank locations

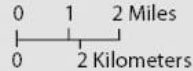
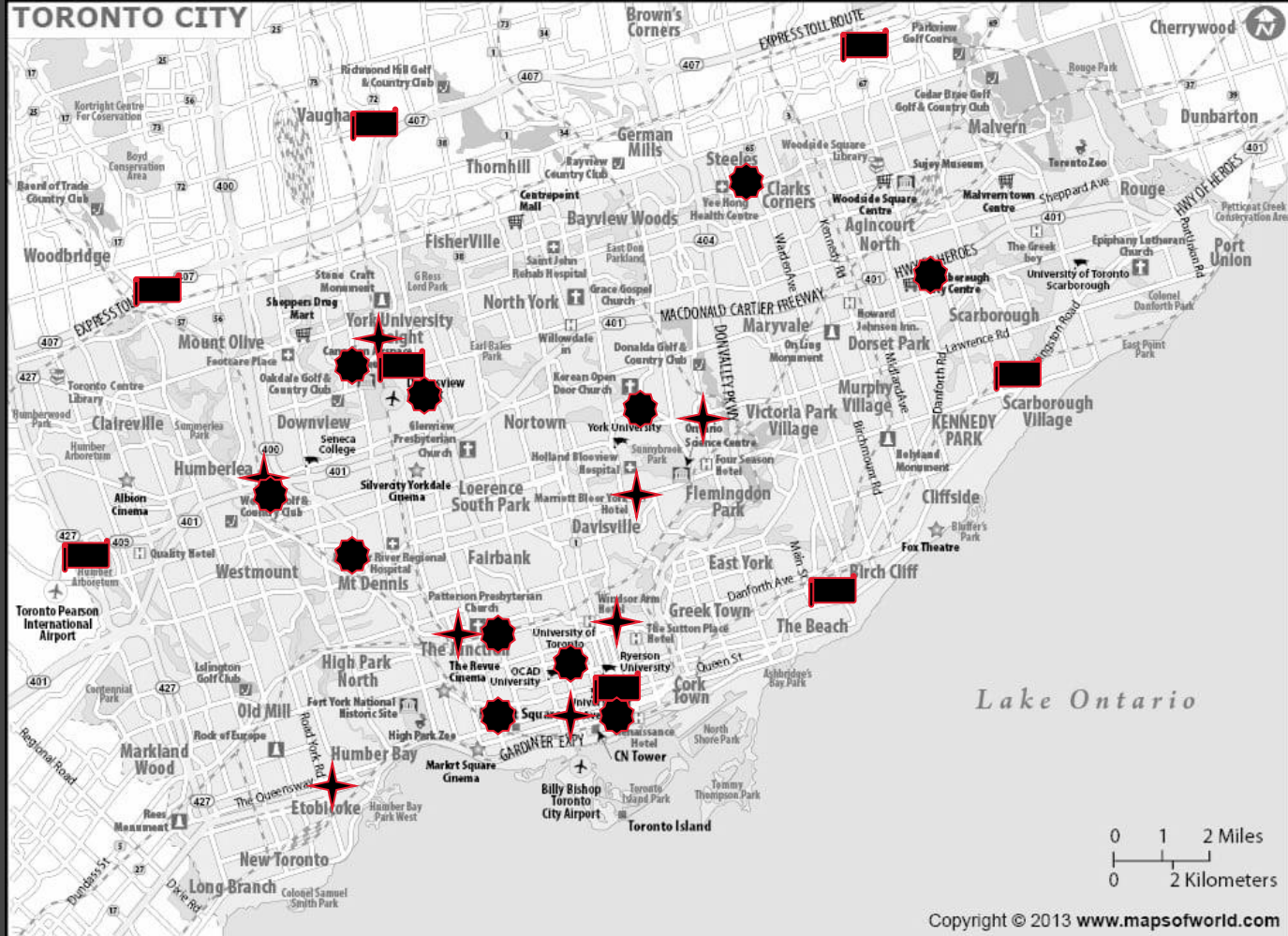
ATM's

Uber cars











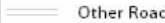









OOH MAP

-  Urban ads
-  Transit
-  Billboards



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 Major Road	 Domestic Airport	 Hotel	 Museum	 College/Univer.	 Monument	 Cinema	 Library	 Water	 Vegetation
 Other Road	 Rail	 Hospital	 Int'l Airport	 Imp. Place	 Church	 Market	 Zoo		

Creative :

Precise and clear with a focus on the benefits and ease of use of Scotia Mobile Wallet.

Strategic and comprehensive Media Mix for campaign success.



CREATIVE

MARKETING

ACCOUNTING

COLLABORATION



References

[Scotiabank 2020 1-page investor fact sheet](#)

[Scotiabank 2020 investor marketing presentation](#)

[Scotiabank named Bank of the Year for Canada - 2019](#)

[How Canadians bank - digital usage](#)

[Surge of digital banking usage, especially with over-65s amid covid](#)

<https://cba.ca/banks-and-financial-literacy>