



The GRT brief 2017 for the
DMA Breakthrough Award

Barclaycard
Pay Your Way campaign



Barclaycard brand promise:

Helping people move forward every day.

Barclaycard Brand Principles:

- Inspire confidence – everything we do is secure, reliable and useful
- Brilliantly simple – we're always upfront with our customers and clients – if we can't explain it we won't do it
- Encouraging progress – we look for innovative ways to meet the needs of our customers so they always feel like they've progressed after every interaction
- Unexpected delight – we create special moments, finding ways to bring a touch of enjoyment and magic to everyday life

1. What is the Barclaycard product or service this brief is about?

Since launching contactless 10 years ago, Barclaycard has led the way in payment innovations but we've not spent a lot of time telling the world about our innovations. We need to re-position ourselves as the market leader and become synonymous with contactless payments that are genuinely useful and make our customers' lives easier. We want to create a campaign that showcases and drives usage of the range of contactless ways to pay we have – because we have the biggest range of contactless ways to pay in the market - specifically among millennials, who have started to move away from established brands such as Barclaycard towards the new challenger brands like Monzo, Atom, Paypal, and Apple.

What do we want you to do?

Develop a campaign that showcases the contactless ways to pay that we have and encourages the audience to start using them. The response should cover a range of channels and could include out of home, experiential, social, email (to existing customers), press, as well as making recommendations about other channels that should be used to effectively target our audience.

Bonus task: The proposal could also make recommendations for highly specific new audiences to tap into to drive product usage e.g. sports enthusiasts, festival goers etc. with how the range of ways to pay would be positioned to engage them.

2. What are we trying to achieve?

- Higher awareness of the variety of our contactless payment method and devices
 - Build awareness of individual devices
 - Increase consideration for our brand over competitors
 - An uplift in transactions from our payment devices - and attributable to the campaign
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3. Who are we talking to?

The campaign should be targeted at the younger population – millennials and Gen Z (but only those over 18!) – the experience generation. It's all about living in the moment and making the most of life without anything getting in their way.

4. What is the key insight?

I don't want to take my cards and cash when I go out, I don't want the hassle of carrying them or, worse, losing them.

5. Single Minded Proposition

Pay in your own way

6. Why should they believe this message/what are the proof points?

Primary

- Breadth – from the contactless Barclaycard itself, to all the bPay wearables, mobile apps, wherever your day takes you, there's a way you can pay.
- Easy and quick – If you are in a rush or your hands are too full to get to your purse or wallet, it's quick and easy to pay with contactless.
- Secure – if your contactless device is lost or stolen, we'll refund any transactions that aren't yours

Secondary

- Protection – your payment data can't be accessed if your phone is lost or stolen
- Management – set-up auto-top ups for bPay and default your phone to Barclaycard so you are never caught short
- Use it anywhere– you can pay your way wherever you see the contactless symbol

7. What do we want you to do?

We want you to develop a multi-channel advertising campaign targeted at millennials that will build awareness and excitement of Barclaycard's range of contactless ways to pay, re-positioning the brand from 'irrelevant financial services company' to 'default way to pay'.

8. After seeing this communication, people should:

Say – I had no idea Barclaycard did this

Feel – excited to try contactless wearables/contactless mobile

Do – start using our range of ways to pay

9. Other things that might be helpful (market context, thought starter ideas, internal position on the brief, channels, is there message hierarchy etc.)

See the full range of payment options here:

www.barclaycard.co.uk/personal/live-contactless

With the specific bpay devices here:

https://www.bpay.co.uk/?cid=BCUK_WaysToPay

The recent Pay Your Way campaign:

<https://www.barclaycard.co.uk/personal>

The Barclaycard tone of voice principles are practical, empathetic and playful.

See pages 3-8 of our TOV guidelines.

Thought starters:

- Is there a new product idea for a payment device?
- Can you use the bPay loop in innovative ways? One customer embedded it in a Harry Potter wand and used it to magic his way around the London Underground.

10. What are you delivering and when?

Your entry should be submitted in 2 parts.

It is important to be able to get your ideas over to the client in a succinct and clear manner.

Please summarise your campaign in 200 words answering the following points.

- What is the idea?
- How do you plan to execute it?
- Why have you selected your media?
- Why do you believe it will work?

Secondly, produce an A2 board in PDF format which will illustrate all aspects of your campaign. You may include a link to a video if you think this will demonstrate aspects of your campaign better but this is not a requirement.

The closing date for submissions is midday on **10th November 2017**.

A short list of entries will be drawn up w/c **20th November** and teams informed.

The shortlisted teams will be given the opportunity to share their work with the client in London on the morning of **5th December** before attending the Awards ceremony on the same evening.

To submit your entry please visit:

https://employability.formstack.com/forms/dma_breakthrough_award_2017

11. DMA Breakthrough Award Entry Terms and Conditions. September 2017.

- By entering this award you acknowledge and agree that all copyright and other intellectual property rights in your competition submission are hereby assigned to Barclaycard
- By submitting your entry you give the DMA the right to upload this to a private password protected DMA Awards online page for the Breakthrough Award judges to access
- The word of the DMA and Barclaycard is final irrespective of the result

Entries

- Closing date for entries is Friday 10th November 2017, 12:00 GMT
- Entrants must be UK residents. You do not need to obtain permission from your course lecturer to enter
- Only one entry per team to be submitted. Multiple entries from the same team will be disqualified. Individuals can only be part of 1 team
- Minimum of 1 person per team; there is no maximum number of team members. More than one team is permitted to enter from the same educational institution
- Entries are to be submitted online via Formstack (https://employability.formstack.com/forms/dma_breakthrough_award_2017) before the closing date specified. An entry must include a 200 word maximum summary and A2 poster (see brief)
- Entries must be the sole work of the team and must not have infringed any third party intellectual property rights
- Seriously? You're reading all this? OK, 1 bonus point added to your score if you mention the word 'bananas' somewhere in your written entry
- The DMA does not hold responsibility for lost, damaged or incomplete entries which are lost due to email transmission problems

Pitches

- Judging criteria is based on the most creative and effective response to the brief. The DMA will not give individual feedback from the judges regarding any entry entered that are or are not successful in progressing to pitch stage
- The judging process consists of an initial scoring exercise by judges w/c 13th November, followed by a judging day on Friday 17th November where the 3 finalist teams will be agreed upon
- The 3 finalist teams will then be invited to pitch on Tuesday 5th December 2017 at a central London location. The entry must be in compliance with the DMA Code and the CAP code
- Finalists invited to pitch will be notified by phone and email if they are successful w/c 20th November. Unsuccessful applications will be notified by email w/c 20th November
- The DMA will reimburse travel up to £50 per person for all finalists. Each individual should contact Jessica Reilly at Jessica.reilly@theidm.com to process any expenses
- Results will be announced at the DMA Awards ceremony on Tuesday 5th December 2017. The DMA will pay for all finalists to attend the awards ceremony. The DMA will not provide or pay for accommodation after the awards; finalists will need to arrange this themselves if they wish to stay overnight
- The winning team will win a total team prize of £1,000. Second place will win a team prize of £500. Third place will win a team prize of £250. Prize money will be divided equally amongst team members and transferred via BACS from the IDM to the bank accounts provided within 3 weeks of the DMA Awards ceremony
- If you are one of the 3 finalists, you agree to your pitch material being used for promotional purposes by The Institute of Direct and Digital Marketing Training Limited (the 'IDM'), registered company (England and Wales) number 02168165. Registered office: DMA House, 70 Margaret Street, London, W1W 8SS; and, the Direct Marketing Association (UK) Limited (DMA), registered company (England) number 2667995, limited by guarantee. Registered office: DMA House, 70 Margaret Street, London, W1W 8SS
- You also agree to engaging in post awards publicity which may include: comments made during pitches and the awards ceremony appearing in articles published by the above companies (IDM & DMA) and appearing on video content distributed by the above companies (IDM & DMA)