



Potential obstacles in shifting perceptions and how PayPal plans to address them

LET'S GROW

- ✔ Position PayPal as an essential commerce partner
- ✔ Emphasize PayPal's array of services beyond payment processing
- ✔ Drive brand preference among growth-minded small business owners
- ✔ Deploy a multi-channel approach including to engage global markets and nurture leads effectively

"Let's Grow"

Transforming PayPal from a payments button to a commerce partner in the minds of online merchants

PayPal's goal was simple – to capture increasing value from the burgeoning e-commerce market by getting small businesses across the world to use more of its products and services.

To do this, we needed people to see the internet's best loved payments button as a true commerce partner, able to offer services such as in-store payments, fraud protection and working capital loans.

Targeting 'growth minded' small business owners, the "Let's Grow" campaign drove brand preference, built understanding of PayPal's complete offering and built perceptions of PayPal as a true partner for growth.

This 'brand to demand' campaign reached prospects and customers across PayPal's global markets, moving people through the funnel via a range of integrated channels and activities:

- Film, digital content, tools & events
- Targeted digital, social and outdoor advertising
- Email acquisition & nurture programmes

- Channel toolkits & joint activity with tier-1 partners such as BigCommerce

The campaign also saw the launch of a new customer storytelling platform, "I'm with PayPal". Understanding the power of peer-to-peer influence for our target audiences, we reached out to PayPal's merchant community to find inspiring stories of growth.

This enabled us to create and promote a series of films such as the story of "Strong Oaks" – a small furniture business whose factory burned to the ground, and after being turned down for finance by the banks was only able to recover after receiving a PayPal working capital loan.



People completed watching the 'Let's Grow' films



Engaged on social



CTR On digital display



More successful than PayPal's largest campaign the year prior

