BBVA

OmniChannel Social Strategy & Tactics

Agenda

1. Overview & Objectives
2. Key Insights
3. Strategy
4. Tactics
5. Expected Results

Overview & Objectives

Overview

Objective
A Global Omni Channel Campaign to Demonstrate BBVA as:
QUICK - EASY – SEAMLESS
To Reinforce Key Perceptions:
• “BBVA makes life easier through speed, simplicity and “access everywhere”.” • “BBVA makes diicult easy.” (“Hacer facil lo di"icil”)
To Drive:
• Increased usage of BBVA’s digital channels
• Awareness of BBVA’s “everywhere banking” approach
• Promote BBVA as the most innovative and high tech bank in the world
Leveraging:
• 4 Athlete Ambassadors: Iker Casillas, Andres Iniesta, James Harden, Kevin Durant

Objective

A global Omnichannel campaign to demonstrate BBVA as:

QUICK - EASY - SEAMLESS

To Reinforce Key Perceptions:

•"BBVA makes life easier through speed, simplicity and 'access everywhere'."
•"BBVA makes difficult easy." ("Hacer facil lo dificil")

To Drive:
•Increased usage of BBVA's digital channels
•Awareness of BBVA's "everywhere banking" approach
•Promote BBVA as the most innovative and high tech bank in the world

Leveraging:
•4 Athlete Ambassadors: Iker Casillas, Andres Iniesta, James Harden, Kevin Durant

BBVA

OmniChannel Micro-Content Distribution

August 12, 2013

Let’s take 45 seconds of video and create lots and lots of bite-sized pieces that people want to share and co-create.

Micro-Content Strategy

Micro-Content Creation Opportunities

Micro-Content Approach

Objective

•Create campaign into social by distributing a series of bite sized “companion content” extensions adapted to drive social media engagement and awareness.

Approach

•Create micro-content “toolkit”, focused on top categories, that is adaptable to market deployment.

•Types of adaptations:

- Athlete, Sport, Language. Each market would be able to select their own adaption,
- Captions and Copy (theme, popular or trending topics)
- Example: An enhanced shot of an athlete’s speed could support many local types of messages, around key cultural tensions (“Don’t you wish a boring Thanksgiving dinner could be that fast?”)
- Distribute toolkit and deployment plan to local market execution.
  Perform 12 weeks of distribution, through community management and paid promotion on social networks.

Micro-Content Types

Outreach Packages

•Create and package a toolkit tailored to influencer and PR coverage. This package will help trigger stories around the campaign or its making, focusing on themes that have high value in social media.

•Content can include:

- Unseen and exclusive content, such as out-takes, behind the scenes, “making of”, fails, bloopers.
- Player interviews
- Stats and facts around the making (number of takes for a difficult move, etc.)

Influencer Exclusives

•Select a variety of shots from video and / or shooting which can be extended with captions to give them a daily spin.

•Target top sports bloggers or influencer fans of each athlete with exclusive content (to be determined based on shooting).

•Examples of exclusives:

- Athlete shout-outs (athlete to influencer, featuring the brand)
- Unreleased scenes
- Athlete quotes

Micro-Content Types (Continued)

Photo Content

•Select a variety of shots from video and / or shooting which can be extended with captions to give them a daily spin.

•Distribute on social networks to promote engagement and sharing.

•Examples:

- Infographics: Create and distribute visually rich infographic type charts featuring amazing player/athlete stats, with a punch line for BBVA banking.
  Example: “Three pointers in one minute: 73…….. Quickest bill pay: 3.4 sec”.
- Instagram: Feature Kevin Durant on Instagram in a dunk move and leverage the shot to be posted with a caption saying “We bet @Oreos don’t dunk this fast! #makeyourmove”
- Pinterest: Create spectacular, visually rich or enhanced assets of our athletes and moves to leverage on Pinterest, such as cartoonized or visually stylized player shots, daily athlete quotes, etc.
- Animated Gifs: Create a series of animated Gif shots, a popular format for social media sharing.
- Avatar and Profile Pictures: See description later in deck.

Micro-Content Types (Continued)

Video Content

•Create series of bite sized videos based on cuts of the original, enhanced with visual effects, captions, etc..

•Example:

- Customized Cuts: Take Iker Casillas flying towards the device, add cartoon effects and a caption from his mouth extending out, saying “you can bank like I fly. Easy… #makeyourmove”)

Light Social Interaction Content (LSI)

•Create a series of photo or video content, meant to invite our audience to lean in and engage in co-creation

•Examples:

- Caption Contests: A series of spectacular shots from the video, with space for a caption, to invite fans to complete with us.
- Photo Challenges: Leverage still shots of difficult moves and poses, to challenge our fans to mimic or replicate.

Prioritized Micro-Content Types

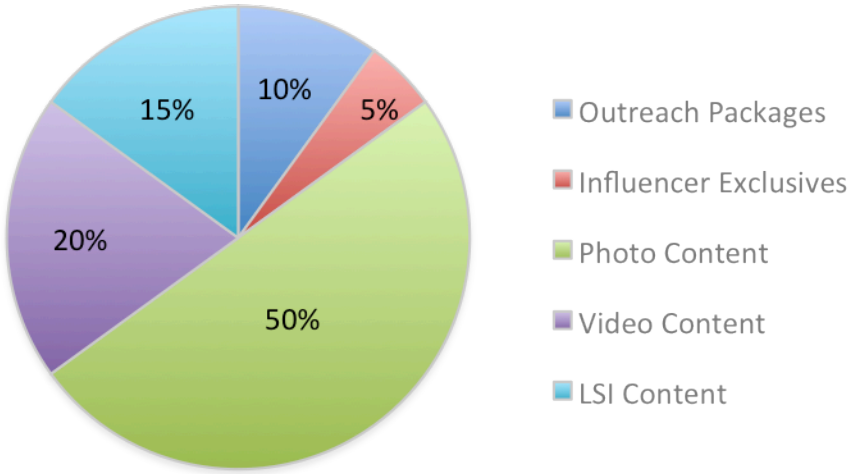
Prioritized Micro-Content Types

- Memes
  - Hashtag Contests
- LSI
  - Polls/Trivia
  - Likes vs. Shares
  - Caption Contests
- Toolkit
  - Outreach Package
  - Influencer Exclusives
- Page Skins
  - Screensavers
  - Device Wallpapers
- Videos
  - Customized Cuts
- Images
  - Animated .gifs

Micro-Content Launch

Content Types & Focus

- Recommend devoting most effort to visual assets, primarily photos and videos.
- Invest in LSI (Light Social Interactions) content to create occasional engagement with fans.
- Create outreach packages once, to be used for all outreach.
- Leverage influencer exclusives, but highly focused on a few pieces of content and key influencers.



Micro-Content Launch (Continued)

Content Launch Recommendations

- Up to 200 assets to be created and launched over 12 weeks.
- Leverage assets across social networks as much as possible.
- Launch 20% of total assets in first 2 weeks, staggering release of assets against social calendars for 10 weeks.
- Launch Outreach & Influencer beginning week 3 – see detailed plan.

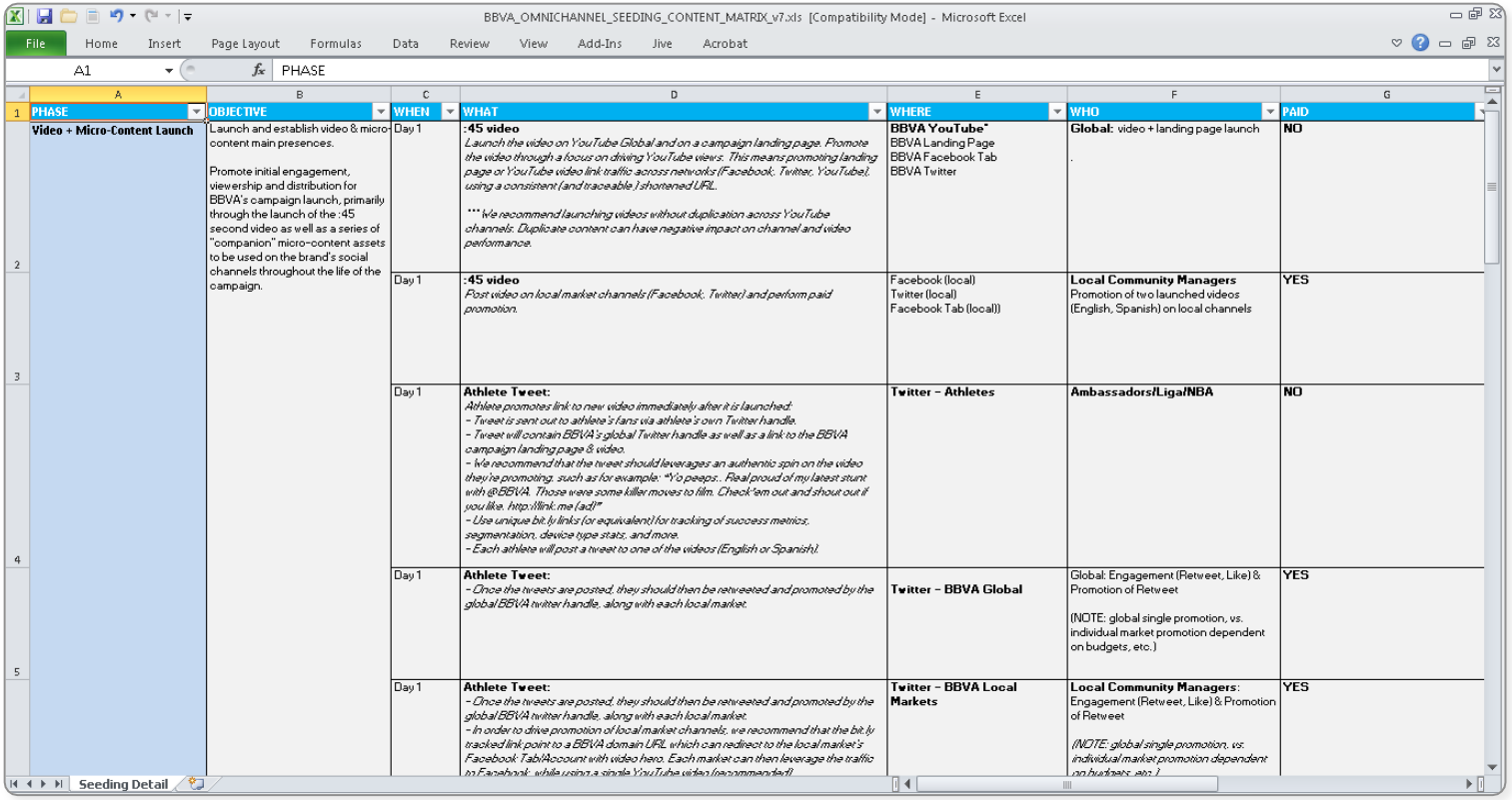
Content Type	Potential Target(s)	Paid Promotion
Outreach Packages	Influencer Social Profiles Blogs Editorial	None
Influencer Exclusives	Influencer Social Profiles	Facebook Twitter
Photo Content	Facebook, Twitter Instagram, Pinterest (US)	Facebook Twitter
Video Content	Facebook, Twitter Instagram, Pinterest (US)	Facebook Twitter
LSI Content	Facebook, Twitter Instagram (US)	Facebook Twitter Media (for contests only)

Micro-Content Launch (Seeding Plan Overview)

The Seeding Plan comprises four phases deployed during a 12 weeks period with a continuous amplification component. The plan leverages on BBVA's global and local social media properties and supported by BBVA's Ambassadors, Liga and NBA assets.

Phase	When	Where
Video + Micro-Content Launch	Week 1 - 2	• Global: BBVA Youtube – BBVA Landin Page – BBVA Facebook Tab – BBVA Twitter • Local Community Managers: Facebook – Twitter – Facebook Tab • Ambassadors/ Liga/NBA
Micro-Content Influencer & Paid Promotion	Week 3-12	• Global • Local Community Managers • Ambassadors/Liga/NBA
Engagement & Distribution	Week 4-12	• Global
Continuous Amplification	Continuous	• Global • Local Community Managers

Micro-Content Launch (Seeding Detailed Plan*)



PHASE	OBJECTIVE	WHEN	WHAT	WHERE	WHO	PAID
Video + Micro-Content Launch	Launch and establish video & micro-content main presences. Promote initial engagement, viewership and distribution for BBVA's campaign launch, primarily through the launch of the :45 second video as well as a series of "companion" micro-content assets to be used on the brand's social channels throughout the life of the campaign.	Day 1	**:45 video** *Launch the video on YouTube Global and on a campaign landing page. Promote the video through a focus on driving YouTube views. This means promoting landing page or YouTube video link traffic across networks (Facebook, Twitter, YouTube), using a consistent (and traceable) shortened URL.* ****We recommend launching videos without duplication across YouTube channels. Duplicate content can have negative impact on channel and video performance.*	**BBVA YouTube*** BBVA Landing Page BBVA Facebook Tab BBVA Twitter	**Global:** video + landing page launch .	**NO**
		Day 1	**:45 video** *Post video on local market channels (Facebook, Twitter) and perform paid promotion.*	Facebook (local) Twitter (local) Facebook Tab (local))	**Local Community Managers** Promotion of two launched videos (English, Spanish) on local channels	**YES**
		Day 1	**Athlete Tweet:** *Athlete promotes link to new video immediately after it is launched:* *- Tweet is sent out to athlete's fans via athlete's own Twitter handle.* *- Tweet will contain BBVA's global Twitter handle as well as a link to the BBVA campaign landing page & video.* *- We recommend that the tweet should leverages an authentic spin on the video they're promoting, such as for example: "Yo peeps.. Real proud of my latest stunt with @BBVA. Those were some killer moves to film. Check 'em out and shout out if you like. http://link.me (ad)"* *- Use unique bit.ly links (or equivalent) for tracking of success metrics, segmentation, device type stats, and more.* *- Each athlete will post a tweet to one of the videos (English or Spanish).*	**Twitter – Athletes**	**Ambassadors/Liga/NBA**	**NO**
		Day 1	**Athlete Tweet:** *- Once the tweets are posted, they should then be retweeted and promoted by the global BBVA twitter handle, along with each local market.*	**Twitter – BBVA Global**	Global: Engagement (Retweet, Like) & Promotion of Retweet (NOTE: global single promotion, vs. individual market promotion dependent on budgets, etc.)	**YES**
		Day 1	**Athlete Tweet:** *- Once the tweets are posted, they should then be retweeted and promoted by the global BBVA twitter handle, along with each local market.* *- In order to drive promotion of local market channels, we recommend that the bit.ly tracked link point to a BBVA domain URL which can redirect to the local market's Facebook Tab/Account with video hero. Each market can then leverage the traffic to Facebook, while using a single YouTube video (recommended)*	**Twitter – BBVA Local Markets**	**Local Community Managers**: Engagement (Retweet, Like) & Promotion of Retweet *(NOTE: global single promotion, vs. individual market promotion dependent on budgets, etc.)*	**YES**

* Access Detailed Plan here:

Worksheet

Micro-Content Examples

Check out My Screensaver / Wallpaper / Poster

We'll design still images of our athletes performing amazing athletic feats from our TVC and present them as downloadable content for users to enjoy. Each image will be presented in amazing fashion that will serve as shareable elements as well as one-of-a-kind content.

Caption Challenge

We'll present fans with an amazing still image from our TVC and have fans write the caption to best describe that moment. What is Harden thinking? What is Casillas doing? (These will be moderated and approved.) The best ones will be celebrated via social media and even shared by our athletes.

Slo-Mo Moves

Users can watch our athletes make magic in slow motion. We'll capture their amazing moves and present them in slo-mo clips that users can share. Watch your favorite or watch them all.

Polls & Trivia

You may be a huge fan of our athletes, but how much do you really know about them? Let's use still frames from the TVC to design user polls or trivia contests. Those who answer correctly will be celebrated via social media.

Likes vs. Shares

Another great way to use still footage from the TVC is to create Like or Share interactions. We'll present an image with 2 different actions from our athletes. We'll ask users to Like the image if they're a fan of A or share the image if they're a fan of B. This is a great way to spark some competition between fans and generate engagement.

Name that Move / Hashtag Challenge

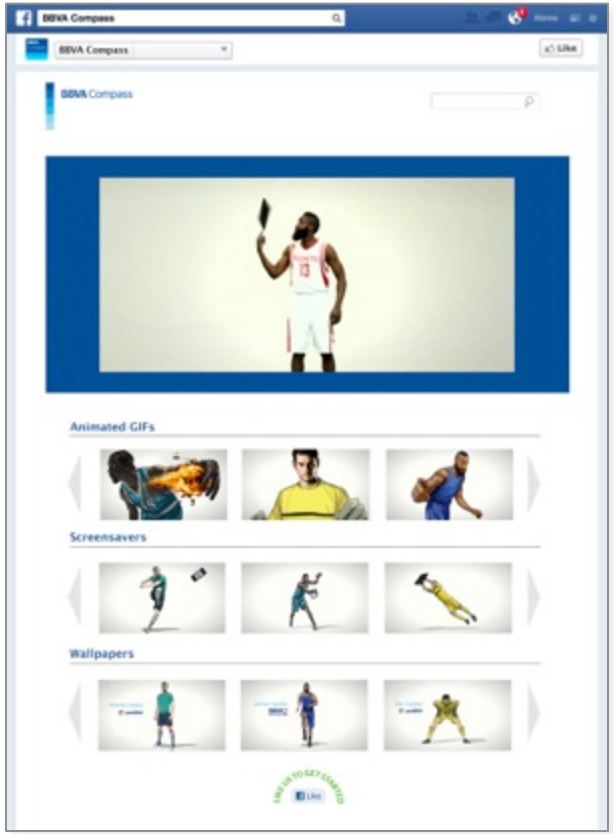
We'll leverage our animated .gifs of amazing athletic moves and ask users to name that cool move. This can be done in the form of a hashtag or a simple post response. We'll ask the athletes to pick their favorite ones and have them share the winners throughout their social media channels.

Making Memes

We'll provide still frames of amazing moves and we'll create fun memes out of them. Users can access these from our library and share them with their friends. This is a great way to create buzz for our campaign through ownable content.

Facebook Tab

This will serve as the hub for all of our micro content. Users will be directed to this tab from all types of communication methods – posts, blogs, sports blogs, athletes' posts/tweets.



Content Housed in Facebook Tab

Outreach & Influencers

Our seeding efforts won't be limited to social media sites like Facebook, Twitter and Instagram. We'll leverage our outreach toolkit and influencer exclusives for seeding on sports-relevant blogs and publications. That will deliver our campaign to an extended audience and will drive them to our Facebook Tab and YouTube page to view the TVC.

The Basketball Jones

Deadspin

Ball Don't Lie

Bleacher Report

Inside Hoops

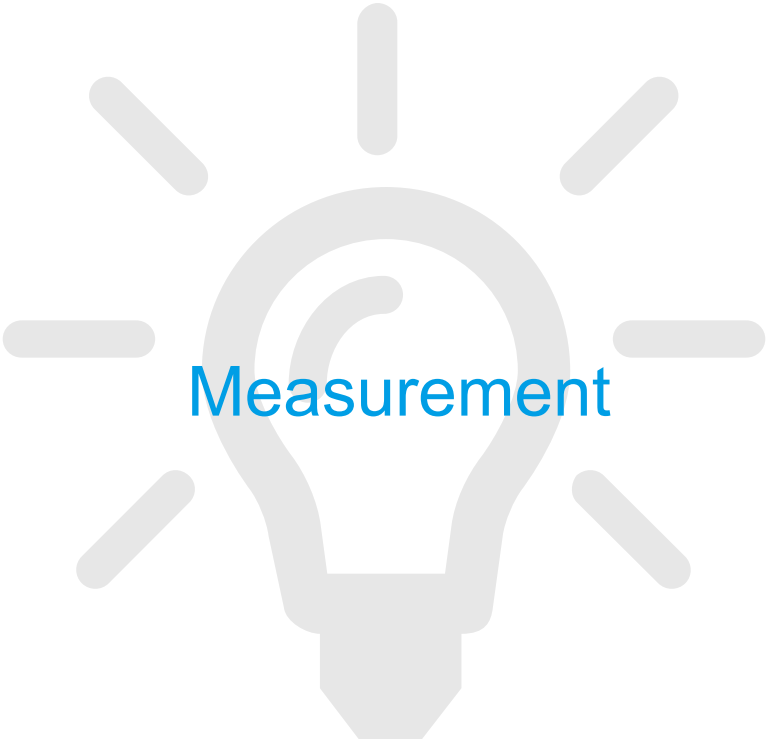
Terez Owens

Micro-Content Examples

Sample Recommendations and Social Network Targets:

All assets will be included in Facebook tab and Landing page.

Content Type	Potential Target(s)	Paid Promotion
Screensaver / Wallpaper / Poster	Facebook, Twitter, Google+ Instagram, Pinterest (US)	Facebook Twitter Media (forums, NBA)
Caption Challenge	Facebook	Facebook
Slo-Mo-Moves	Facebook, Twitter, Google+, YouTube Instagram, Pinterest (US)	Twitter Facebook
Polls & Trivia	Facebook, Twitter	Facebook Twitter
Likes vs. Shares	Facebook	Facebook
Name That Move	Facebook, Twitter	Facebook, Twitter
Making Memes	Facebook, Twitter Instagram, Pinterest (US)	Facebook, Twitter
Polls & Trivia	Facebook, Twitter	Facebook Twitter



Measurement

Program Overview & Objectives

Program Overview

•Develop a global social program to promote usage of BBVA digital channels

Program Objectives

Primary

•Increase usage of online banking among current online banking customers
•Encourage BBVA customers to enroll in online banking

Secondary

•Awareness of BBVA's "everywhere banking approach"

Primary Key Performance Indicators (KPI)

Primary Objectives

- Increase usage of online banking among current online banking customers
- Encourage BBVA customers to enroll in online banking

Primary KPIs

KPIs	Dimension	Success Criteria	Source
Active Customers	• Market • Segment • Week	• Baseline comparison • Forecast comparison • Monthly Benchmarks comparison	• BBVA Backend Data
Penetration of Mobile Banking Customers			
Penetration of Online Banking Customers			

Secondary Key Performance Indicators (KPI)

Secondary Objective

•Awareness of BBVA's "everywhere banking approach"

Secondary KPIs

KPIs	Dimension	Success Criteria	Source
Social Reach	• Market • Segment • Week	• Baseline comparison • Forecast comparison • Monthly Benchmarks comparison	• Social Monitoring Tool
Social Engagement			

Measurement Plan

Objective	KPI	Performance Metrics	Dimensions	Data Sources	Success Criteria
Increase usage of online banking among current online banking customers	• Penetration of Online Banking Customers • Penetration of Mobile Banking Customers	• Online Banking Activity • Mobile App Activity	• Baseline comparison • Forecast comparison • Monthly Benchmarks comparison	BBVA Backend Data	• Baseline comparison • Forecast comparison
Encourage BBVA customers to enroll in online banking	• Active Customers	• Online Banking Sign-Ups • Mobile App Downloads • Mobile alert enrollments		BBVA Backend Data	• Monthly Benchmarks comparison
Awareness of BBVA's "everywhere banking approach"	• Social Reach • Social Engagement	• Added fans • Brand post impressions • Social Engagement Rate	• Geo • Consumer Demographics (Age, Gender)	Social Monitoring Tool	

Next Steps / Dependencies

Next Steps

•Client Approval Ripple 1 Strategy / Micro-Content Ideas / Examples
•Develop Ripple 1 Production Brief (including LOE & Timeline)
•Prepare Video Syndication Recommendations Document (Mindshare)

Dependencies

•Sapient Ripple 1 Production efforts are dependent on the receipt of WIP creative assets / art files from DDB (including Layered PSDs for any banners, signage, landing pages, etc
•Sapient will require final, approved assets from DDB prior to finalizing assets for launch (including final :45 video files (raw files) as well as the aforementioned layered PSDs).

- Thank You -