



Ամպի Չափ Հնարավորություններ
Mastercard Digital Card Promotion

Concept

In our fast-paced world, people are constantly seeking opportunities that allow them to achieve their dreams and aspirations. Mastercard digital card is designed to provide these opportunities, offering a seamless, secure, and rewarding financial experience. The campaign name, "Cloud Sized Opportunities," was born from the idea that just **as the sky is vast and limitless, so are the possibilities with our digital card.**

The essence of this campaign lies in the words: **endless, limitless, expansive, and unlimited.** The "Cloud Sized Opportunities" campaign is more than just a marketing initiative; it is a testament to AMIO Bank's commitment to providing endless possibilities for our customers.

By tapping into the universal symbol of clouds and the expansive blue of the sky, we aim to inspire and empower individuals to pursue their dreams without limits.



Campaign Objectives



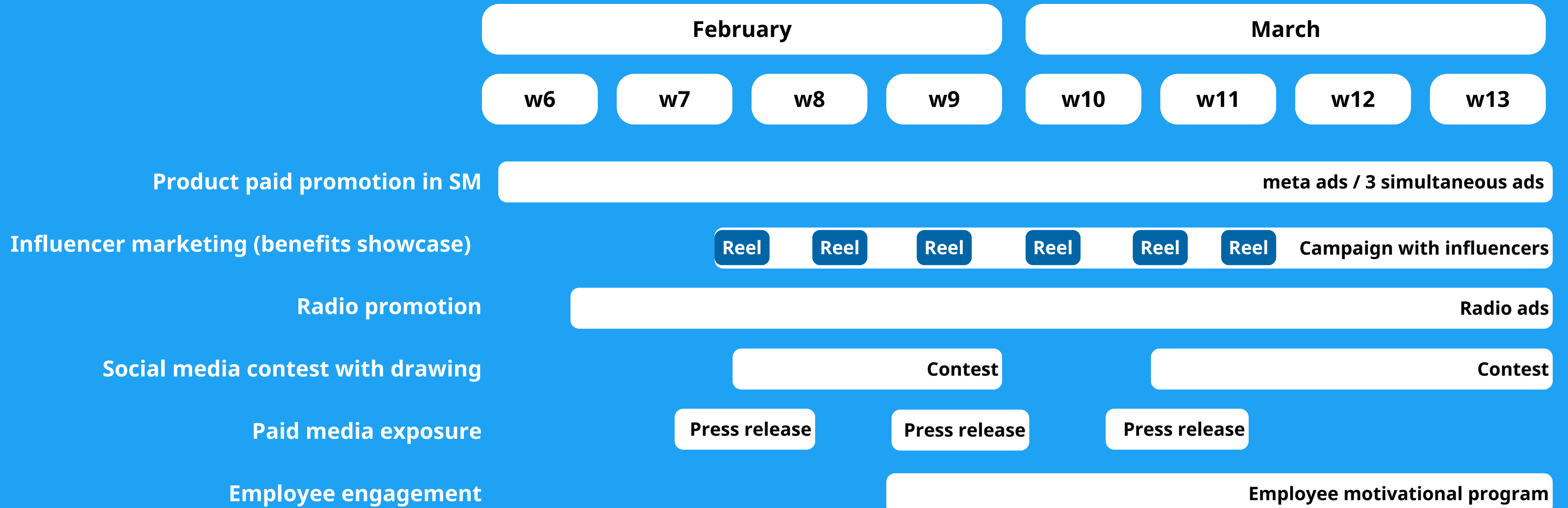
Increase Mastercard Digital Card users

Foster Engagement

Enhance Product Awareness

Enhance Brand Awareness

Executive summary



Campaign Objectives

Increase mastercard Digital Card users

Increase sign-ups through promotional offers and targeted advertising.

Enhance user experience with seamless integration and support

- Radio promotion
- Paid media
- Social media
- Meta ads
- Influencer marketing

Foster Engagement

Leverage user-generated content and interactive campaigns.

Encourage user interactions through engaging content and community-building activities

- Email marketing
- Paid media
- Social media

Enhance Product Awareness

Create informative content highlighting product features and benefits.

Utilize cross-channel marketing to reach a broader audience. For ex. launch influencer marketing

- Social media
- Meta ads
- Influencer marketing

Enhance Brand Awareness

Develop a consistent brand message across all platforms.

Create memorable campaigns that resonate with the target audience

- Social media
- Meta ads
- Influencer marketing
- Context ads



From Idea To Implementation

In English We Say

Endless possibilities
Infinite potential
Boundless prospects

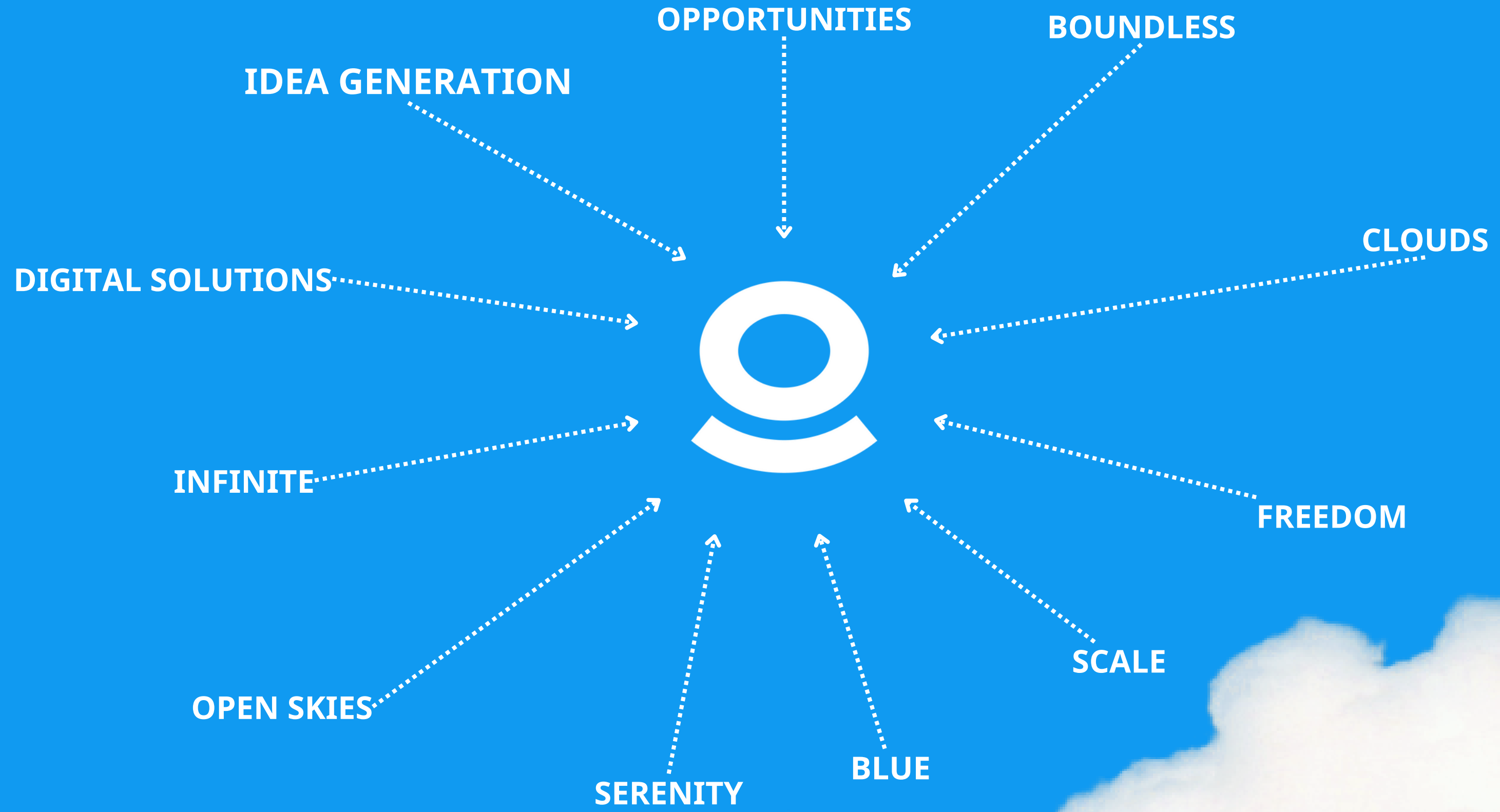
Unlimited chances
Expansive horizons
Limitless options

In Armenian We Say

Ամպի Չափ հնարավորություններ



Idea Generation



Ամալի Չափ as a new unit of measurement



Explanation of the slogan by example

In Armenian culture, there is a heartfelt expression often used by mothers to convey their immense love for their children: **"I love you the size of a cloud."** This phrase symbolizes the boundless and infinite nature of their love, as the sky and clouds are limitless.

Relevance to Our Campaign

Just as a mother's love is limitless and expansive, our campaign "Cloud-Sized Opportunities" aims to highlight the endless possibilities and opportunities that come with using the AMIO Mastercard digital card. The clouds represent the infinite potential and freedom that our card offers, aligning perfectly with our bank's vision of providing boundless opportunities to our customers.



Real-life scenarios

1. Cafe situation

When you decide to work at your favorite cafe again and enjoy such delicious coffee, do not forget to accumulate cashback by paying with an AMIO mastercard digital card:

2. Taxi situation

Ever wondered how much of your monthly income goes to taxi rides? You might be surprised at the total—and motivated to start walking! But with the @mastercard_armenia digital card, using a special taxi service becomes both convenient and cost-effective.

3. Shopping situation

What else can bring friends together, if not joint purchases: Shopping is even more enjoyable when you pay with an AMIO mastercard digital card without looking for a cash.

6. ATM function situation

In the absence of cash, flower stalls still don't get along with digital solutions: Withdraw cash from an ATM without a plastic card using an AMIO Mastercard digital card:

5. Delivery situation

It may seem very difficult to get his/her attention, but with an AMIO digital card it is always easy to do so: Order whatever your heart desires, pay with an AMIO Mastercard digital card and receive cashback.

4. Lunch with a friend situation

There are days that need to be lived without haste...
If we follow Gevorg Tarumyan's example, we will go to dinner with a loyal friend and pay with a digital card, enjoying the moment carefree and harmoniously.

Campaign components

Opportunities are cloud sized when you're at your favorite cafe...

Opportunities are cloud sized when you're using taxis...

Opportunities are cloud sized when you're doing shopping...

Opportunities are cloud sized when you're having lunch with a friend...

Opportunities are cloud sized when you love that much...

Opportunities are cloud sized even without a plastic card...



Breaking the Mold with Our CEO



In one of our reels, we invite you to take a glimpse into the life of our CEO. This isn't your typical corporate video—it's a candid moment that breaks the rules and showcases his open-mindedness and authenticity.

Imagine our CEO, enjoying a relaxing lunch with his faithful friend, his beloved dog. This scene isn't just about a meal; it's about highlighting the approachable and genuine personality that leads our bank.

But wait, there's a playful twist. As you watch, make sure to...
"Pay attention to his socks!"

Views-1,1M
[tap to see the video](#)



Cafe situation



Views- 236K
[Tap to see the video](#)

Pain points

Lack of Rewards: Customers often spend money at cafes without receiving any tangible rewards or benefits for their loyalty.

Payment Convenience: Traditional payment methods can be cumbersome and less secure compared to digital alternatives.

Tracking Expenses: Customers may find it difficult to keep track of their spending at cafes.

Solutions

- Customers earn cashback on their purchases when they pay with an AMIO Mastercard digital card. This cashback can be accumulated and used for future purchases, providing a direct financial benefit.
- "Enjoy delicious coffee and earn cashback with every purchase using your AMIO Mastercard digital card."
- The digital card offers a more comfortable and secure way to pay compared to cash or traditional cards. Customers can enjoy their time at the café without worrying about carrying cash or the safety of their transactions.



Taxi situation



Views-1M
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Pain points

Untracked Spending: Customers often lose track of how much they are spending on taxi rides each month.

High Transportation Costs: Regular taxi use can become expensive, impacting the monthly budget significantly.

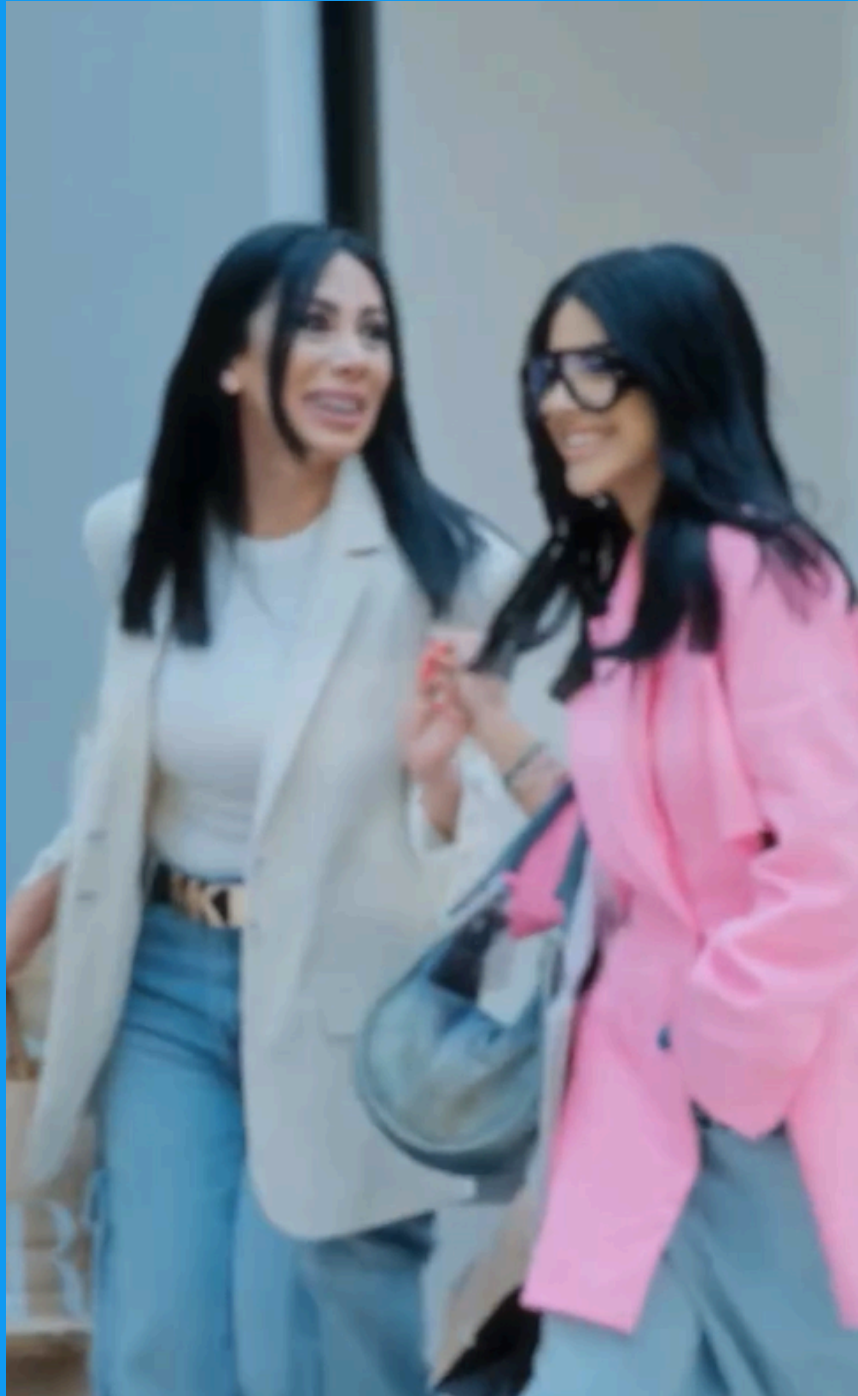
Payment Inconvenience: Carrying cash or using different payment methods can be inconvenient and insecure.

Solutions

- Mastercard digital card allows customers to easily track their taxi expenses through detailed transaction records available in the app.
- By using the AMIO Mastercard digital card for taxi rides, customers can benefit from exclusive discounts and cashback offers, making their transportation more affordable.
- The digital card offers a seamless and secure payment experience, eliminating the need to carry cash or use multiple payment methods.



Shopping situation



Pain Points

Inconvenience of Carrying Cash: Shopping with friends often involves multiple transactions, and carrying cash can be cumbersome.

Full Hands: When hands are full of shopping bags, it becomes inconvenient to handle cash or traditional cards.

Solutions

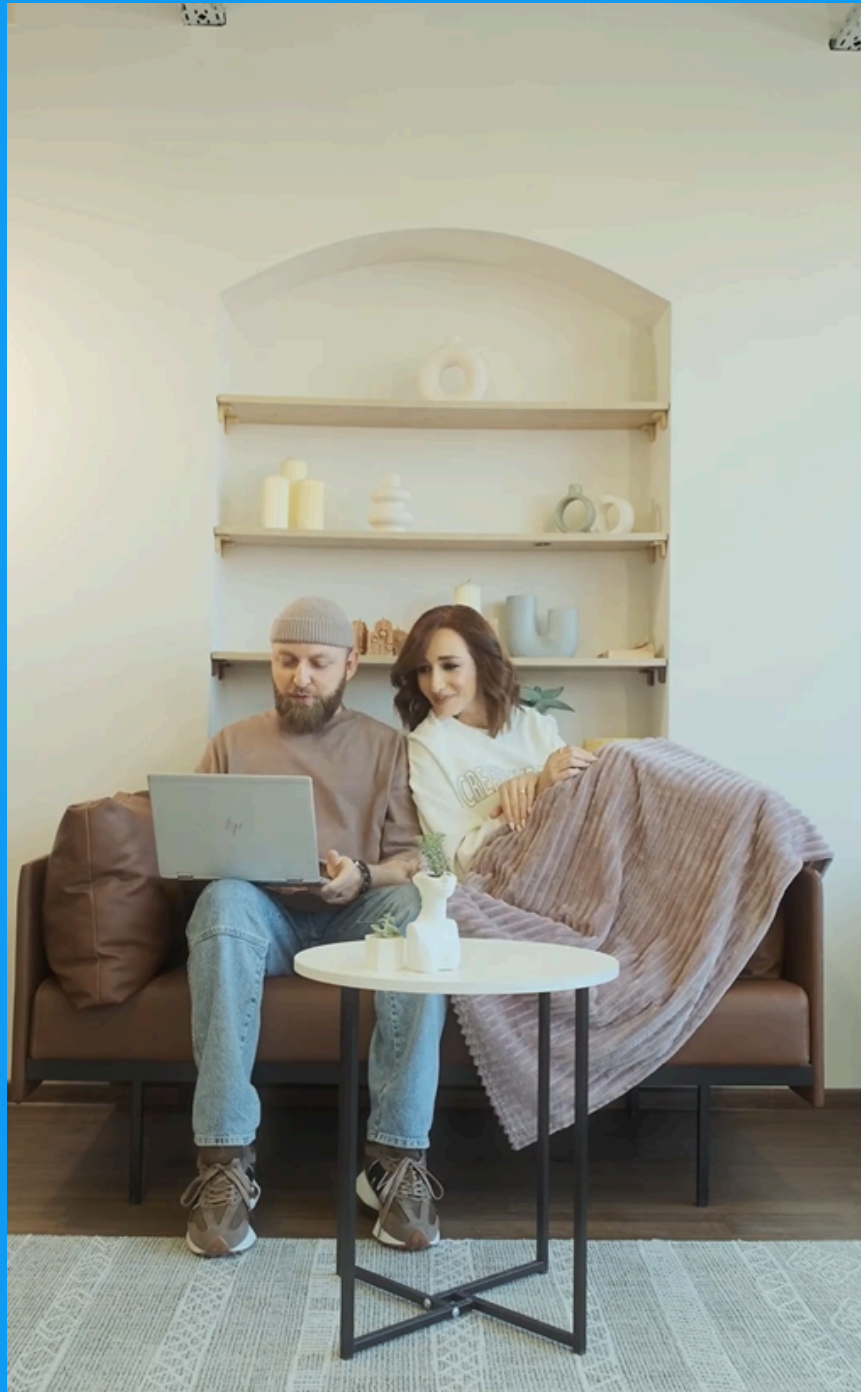
- The AMIO Mastercard digital card eliminates the need for cash, allowing customers to make quick and secure payments directly from their phones.
- The digital card provides a contactless payment option, making it easy to pay even when hands are full of shopping bags.

Views-898K

[Tap to see the video](#)



Delivery situation



Views-390K
[Tap to see the video](#)

Pain points

Capturing Attention for Promotions: Customers may miss out on promotions and special offers available with digital card payments.

Payment Convenience: Traditional payment methods can be cumbersome and less secure, especially for delivery orders.

Lack of Incentives: Customers do not usually receive rewards or cashback for their delivery orders.

Solutions

- The campaign draws attention to the benefits of using the AMIO Mastercard digital card, such as exclusive promotions and special offers for delivery orders.
- The digital card provides a secure and convenient way to pay for delivery orders, eliminating the need to handle cash or worry about payment security.
- Customers earn cashback on every delivery order paid for using the AMIO Mastercard digital card, adding value to their purchases.



ATM function situation



Pain points

Lack of Digital Payment Options: Many small vendors, like flower stalls, still rely on cash and do not accept digital payments.

Need for Physical Cards: Traditional ATM transactions require a physical card, which can be inconvenient if forgotten or lost.

Inconvenience of Carrying Cash: Customers may find it inconvenient to always have cash on hand for purchases at small vendors.

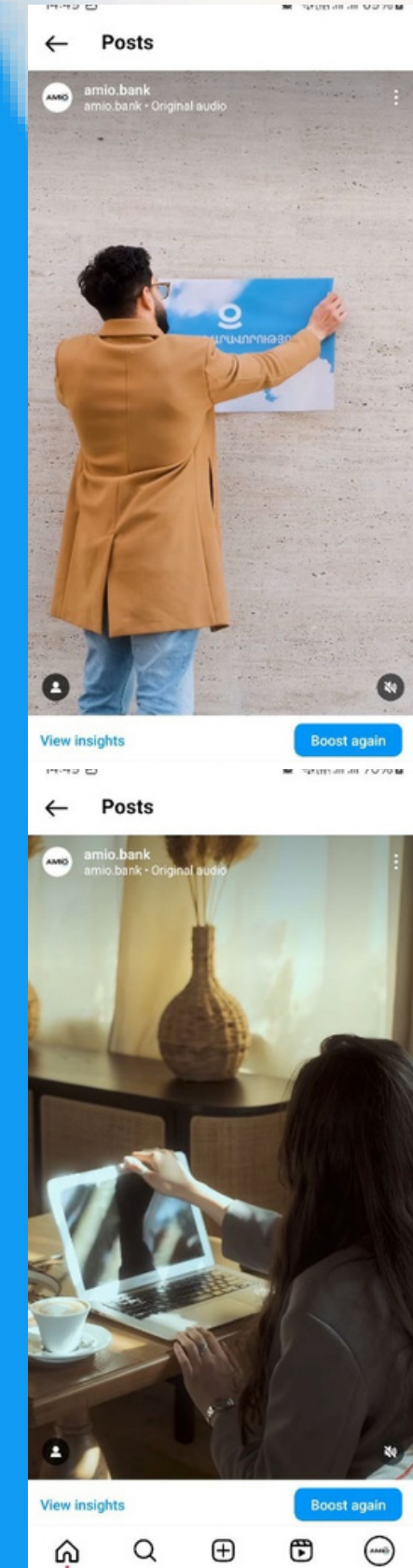
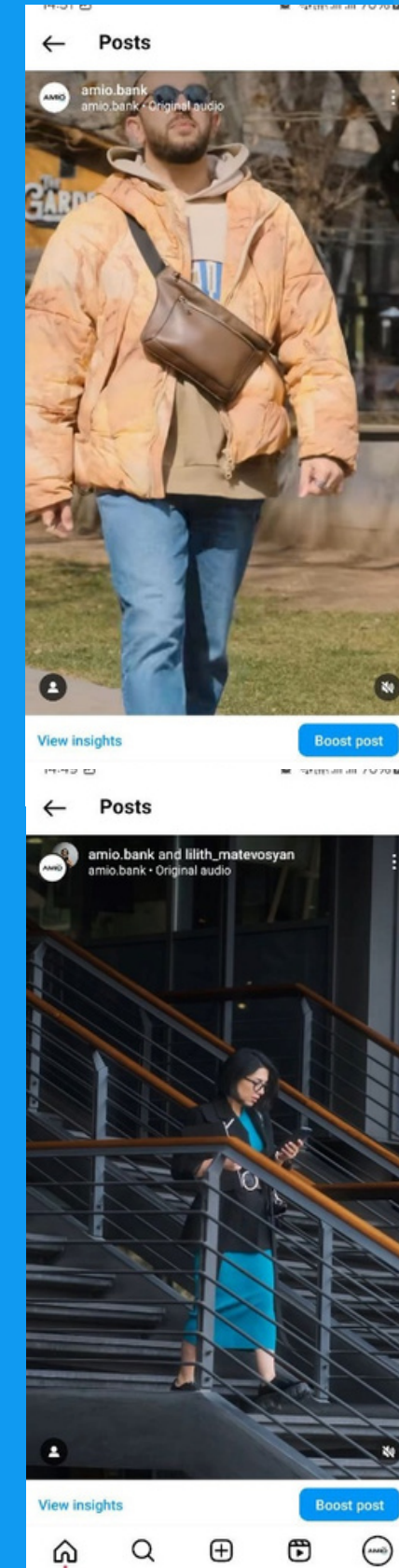
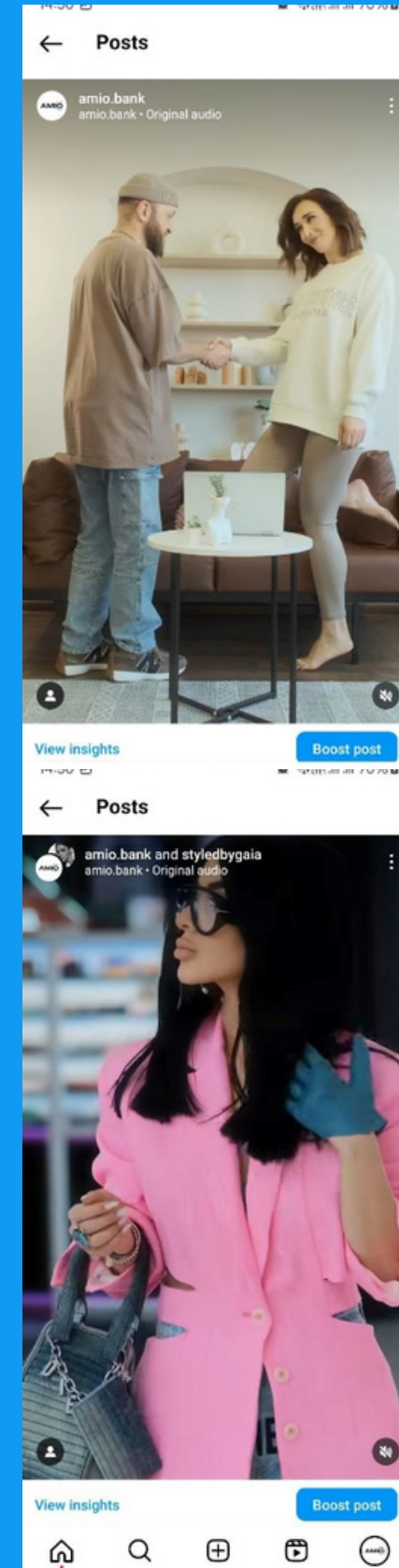
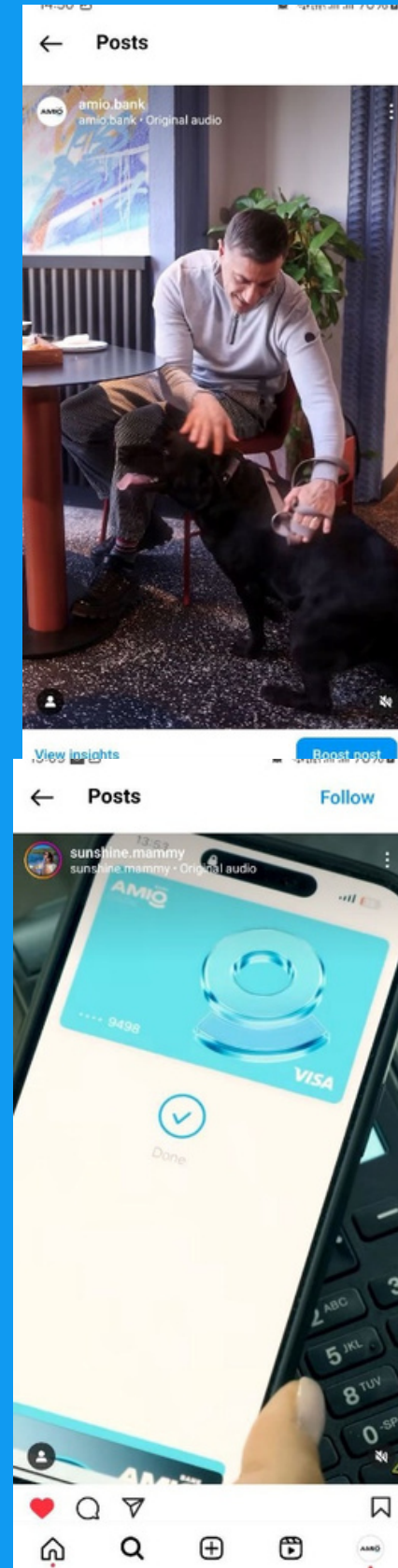
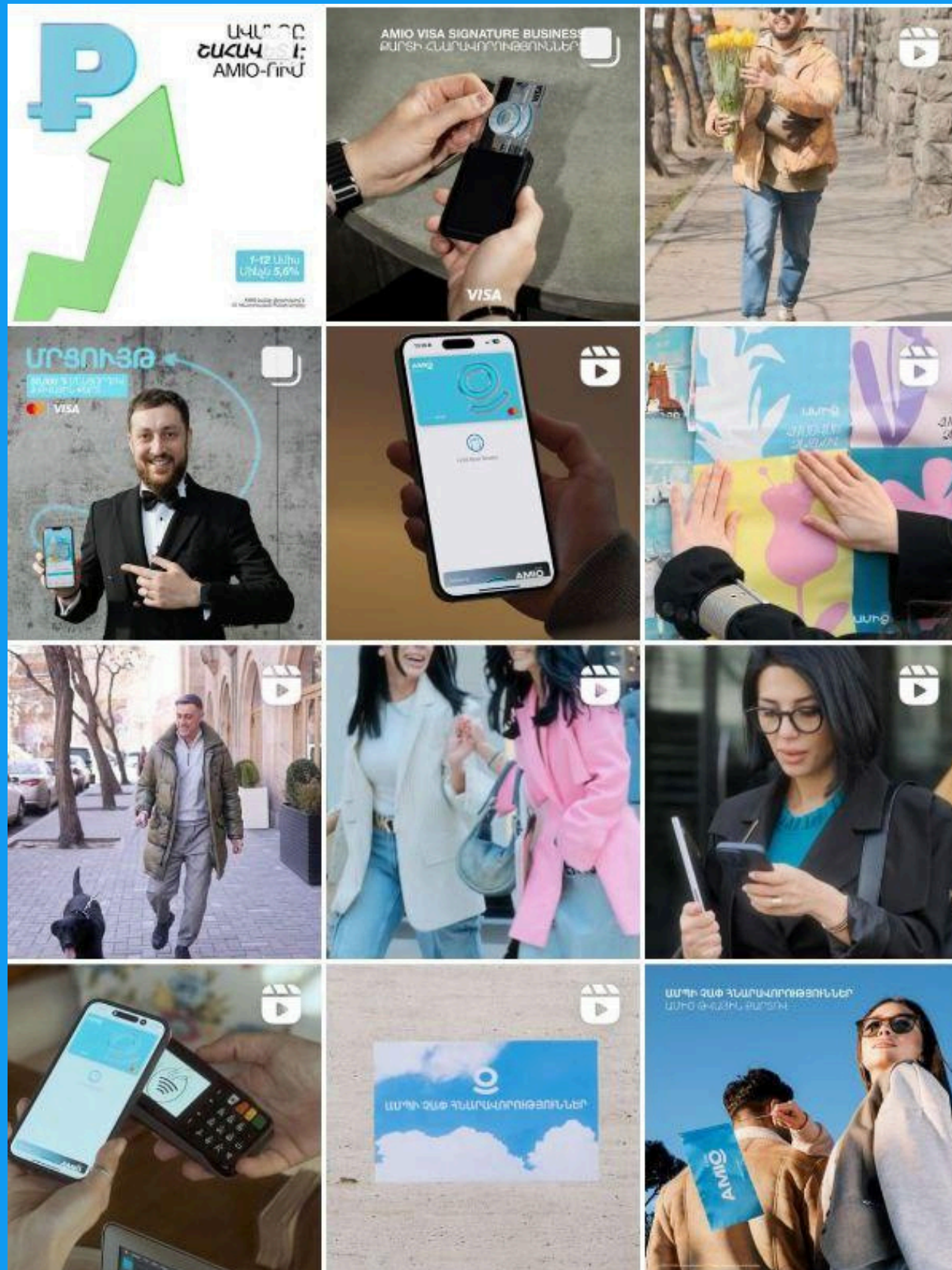
Solutions

1. The AMIO Mastercard digital card allows customers to withdraw cash from ATMs without needing a physical card, using their smartphone.
2. Customers can withdraw cash to use at vendors who don't accept digital payments, ensuring they can still make purchases when needed.
3. The flexibility to withdraw cash when needed means customers don't have to always carry cash, reducing the risk and inconvenience

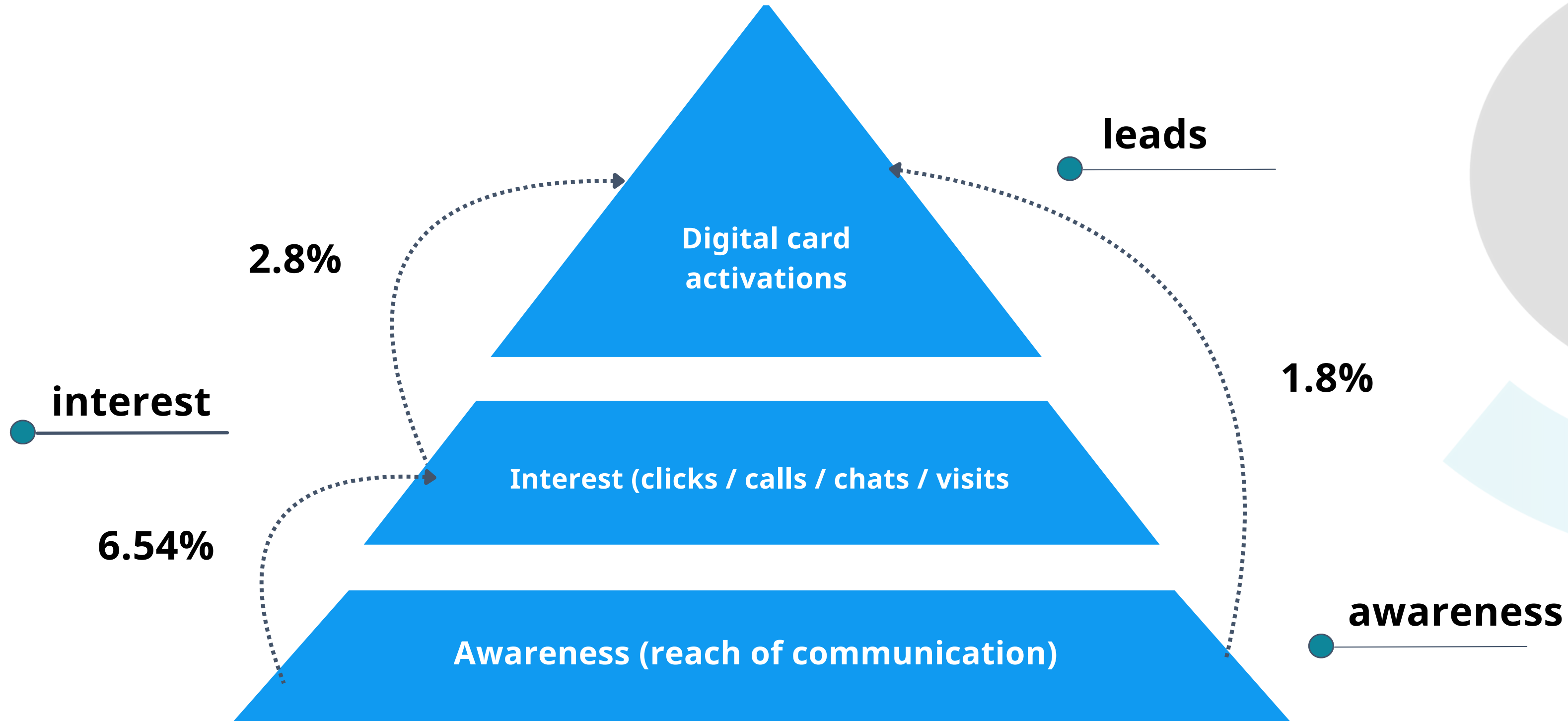
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Social Media Posts



Conversion Funnel





THANK YOU