

# BGF MOBILE LAUNCH PROJECT ACCELERATED CAMPAIGN EXECUTION

BY MIREGO | AFRICA



## CASE STUDY



MIREGO

Marketing and  
Advertising Agency

## ► Introduction

MIREGO | AFRICA, a well-known brand and communication agency, embarked on the challenging task of launching the **B.G.F Mobile** wallet within a two-month timeframe. This case study highlights the agency's strategic approach, implementation process, challenges encountered, and the overall impact of the campaign.



La Banque de vos Horizons

The Banque de Gestion et de Financement (**BGF**) is the culmination of efforts made by a few promoters, mainly national ones. The Banque de Gestion et de Financement currently has 15 Branches in Bujumbura and inside the country as well as 8 counters all located in the capital of the country.

## ► Project Initiation

To establish a strong connection between the wallet and the main brand, the agency developed the name "**B.G.F Mobile**," which quickly gained approval from the bank management. The aim was to ensure easy association between the wallet and the main brand. Following the naming process, the agency proceeded to design a visually appealing logo for **B.G.F Mobile**.



## ► Go-to-Market Strategy

MIREGO | AFRICA crafted an action plan that specifies how the campaign was to reach target customers and achieve competitive advantage. Also recognizing the importance of preparing B.G.F staff for the new product, the agency incorporated nationwide training sessions into the go-to-market strategy. These sessions focused on training approximately 350 staff members across the country, on the features and benefits of B.G.F Mobile. Simultaneously, the agency crafted a comprehensive launch campaign that encompassed both above-the-line (ATL) and below-the-line (BTL) activities.

## ► Campaign Design and Production

Operating under a tight two-month deadline, MIREGO | AFRICA undertook the design and production of all campaign supporting materials for B.G.F Mobile. This included the design and production of over 500 T-shirts, 100 table tents, 25 dangling B.G.F Mobile branded trickledown, 3 campaign tents, 8 branded cars and buses, as well more than 20 billboards.

In addition, the agency oversaw the rebranding of all bank branches nationwide, which also included transforming the main branch's digital services area.

### Proposed Artworks



### Approved Artworks



# Production









## ► Intensive Work Schedule

To meet the project's demands, the agency adopted a rigorous work schedule, with team members working in 24-hour shifts time to time. This was necessary due to the simultaneous production of campaign content, staff training, branch rebranding, launch campaign team preparation and regular agency tasks.



## ► Budget and Bureaucratic Procedures

Although navigating the bank's bureaucratic procedures posed challenges, a substantial budget was approved for the campaign. This budget allocation played a crucial role in successfully covering all necessary campaign activities and ensuring its overall effectiveness.

## ► Campaign Message and Positioning

MIREGO | AFRICA strategically positioned the bank as a leading digital institution, emphasizing its proximity to customers and readiness for the future. B.G.F Mobile was positioned as a comprehensive wallet offering numerous integration possibilities, including partnerships with telecommunication companies such as Econet and Lumitel (Ongoing). The wallet's unique features, such as ready QR services and the ability to transfer funds to bank accounts, withdraw cash at ATM using only a mobile phone, were highlighted. The agency crafted a compelling message, "**La Seule Banque Partout et au Quotidien**" (The Only Bank Everywhere and Every Day), to convey the wallet's advantages and position the bank as a leader in the industry.

## ► Internal Launch and External Launch

The internal launch event took place on October 26, 2022, energizing bank staff members who had recently completed the B.G.F Mobile training.

Following the internal launch, the agency focused on aligning the bank's image and message across all brand touchpoints to eliminate any confusion before the external launch. This involved ensuring consistent messaging and branding through the installation of billboards and other promotional materials in or outside the bank.





### ► Launch and Initial Results

The B.G.F Mobile campaign was officially launched on **January 10, 2023**. Despite facing challenges due to time constraints, technical issues, and administrative hurdles, the campaign successfully onboarded over **2,000 users** within the first month. Despite only implementing 60% of the planned activities, the agency deemed the campaign a success.



### ► Ongoing Content Production and Engagement

Throughout the campaign, the agency consistently produced engaging content and collaborated closely with **BTL field teams**. This approach allowed the target audience to experience the **B.G.F Mobile firsthand**, generating enthusiasm and enhancing the bank's brand reputation. However, certain planned activities, such as special events in Bujumbura, Ngozi, and Gitega, had to be suspended due to the aforementioned challenges.

### ► Team Expansion and Parallel Projects

To manage the project's extensive scope, the agency continuously recruited and trained additional staff members, despite the challenges of running the campaign alongside other major projects.

The agency core team experience played a pivotal role in catalyzing the success of the campaign. Additionally, the agency was working on the end-of-year gifts project, showcasing its ability to handle multiple major projects simultaneously.

## ► Lessons Learned and Expertise Gained

The B.G.F Mobile launch project provided valuable insights and expertise to MIREGO | AFRICA, demonstrating their ability to plan and execute successful campaigns within tight timelines. This extensive experience enhances the agency's capabilities in delivering successful campaigns for both current and future clients.

MIREGO | AFRICA gained valuable insights and learnings for future campaigns. Some key takeaways include the importance of effective communication structures, streamlining bureaucratic procedures, allocating substantial budgets for comprehensive campaigns, and strengthening tracking and evaluation mechanisms. These learnings will contribute to the agency's future success in executing time-sensitive campaigns.

## ► Impact and Evaluation

Despite facing challenges and only implementing 60% of the planned campaign activities, the overall impact of the B.G.F Mobile launch was considered a success. The campaign effectively positioned the bank as a leader in the digital banking sector, highlighted the unique advantages of the wallet, and attracted the attention of other banks in the market. The successful onboarding of over 2,000 users within the first month indicated positive customer adoption and engagement.

## ► Client Satisfaction

While the project involved multiple interactions with the bank's staff and lengthy approval processes, MIREGO | AFRICA successfully navigated these challenges and met the client's expectations. The substantial budget approval, combined with the agency's expertise and dedication, played a significant role in ensuring client satisfaction and the overall success of the campaign.



## ► Continued Brand Growth

The launch of B.G.F Mobile not only provided the bank with a digital banking solution but also enhanced its brand image and positioning in the market. The campaign's messaging and positioning as a leader in the industry laid a strong foundation for the bank's future growth and expansion in the digital banking sector. By offering a wider range of services, B.G.F Mobile becomes a more valuable and frequently used tool for customers. Enabling user engagement increase, as customers can conveniently handle these routine payments without relying on separate platforms. Increased app usage translates to more opportunities for the bank to cross-sell and upsell additional products and services, leading to potential revenue growth and higher ROI.

## ► Future Improvements

The case study also identified areas for improvement in future campaigns. These include enhancing technical infrastructure to minimize interruptions, establishing stronger communication channels between the agency and the bank's staff, and investing in adequate support staff to ensure seamless execution and tracking of campaign activities.

## ► Agency Expertise and Capability

MIREGO | AFRICA's successful execution of the B.G.F Mobile launch project within a short timeframe showcased the agency's expertise in managing complex campaigns. The agency's ability to handle multiple major projects simultaneously and deliver high-quality results demonstrated its capability to meet client requirements and exceed expectations despite operational challenges.

## Conclusion

In conclusion, MIREGO | AFRICA's launch of the B.G.F Mobile wallet under challenging circumstances exemplifies its proficiency in strategic planning, creative design, and campaign execution. Despite facing various obstacles, **the agency successfully positioned the bank as a digital banking leader and achieved notable user adoption.** The project provided invaluable experience, enabling the agency to refine its approach and further strengthen its position in the industry.









# BGF MOBILE LAUNCH PROJECT ACCELERATED CAMPAIGN EXECUTION

BY MIREGO | AFRICA



M I R E G O



## CASE STUDY

Marketing and Advertising Agency