

John Malone

WORK SAMPLE

*TRUST
PAYMENTS*

+m

MALONE

CASE STUDY FOCUS

Combine 3 regional brands into one global powerhouse brand

Acquire a loyalty company and build into a global end-to-end commercial engine



- Secure Trading — Gateway, UK
- Acquiring.com — Blockchain Acquiring Bank, Malta
- St.1 — US Gaming platform, US
- Mobilize Systems — EU

secure//trading

//acquiring.com

ST // 1



REVIEW

Secure Trading — Gateway, UK

Acquiring.com — Blockchain Acquiring Bank

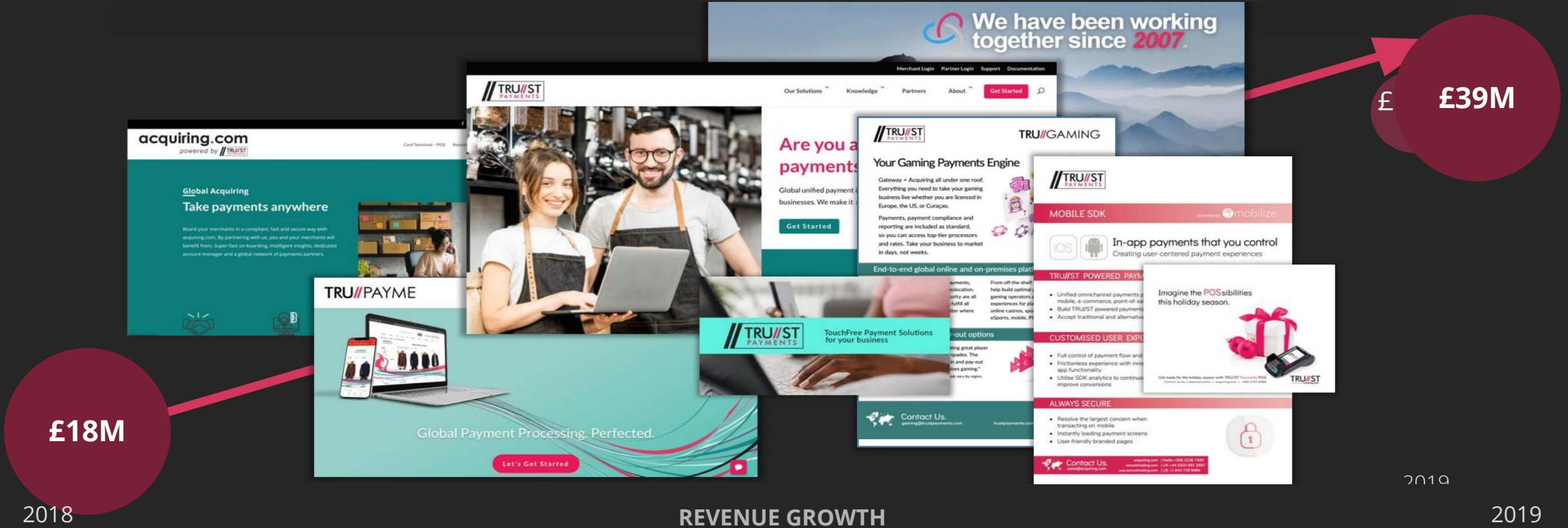
St.1 — US Gaming platform



The screenshot shows the Secure Trading website. At the top, the logo "secure // trading" is displayed with the tagline "ONLINE PAYMENT EXPERTS" below it. To the right of the logo are two buttons: "APPLY NOW" in white text on a red background, and "MYST LOGIN" in black text on a dark background. Below the header is a red navigation bar with white text links: "SECTORS", "SERVICES", "PARTNERS", "SUPPORT", "ABOUT US", and a partially visible "N". The main content area has a dark background with a large white headline: "Principal Partner of England Sevens". Below this headline is a photograph of five England Sevens players in their white and red striped kit, standing on a rugby field. Overlaid on the left side of the image is a red semi-transparent box containing the text "Your payments partner" in white, followed by a paragraph: "Secure Trading delivers the most secure, reliable, fully PCI DSS compliant online payment processing to organisations worldwide. For SMEs and startups we have everything you need to get started online [here](#)." On the right side, another red semi-transparent box contains the text "RFU partner" and "Secu" in white, followed by a paragraph: "The Rug today ar partners specialis processi". A small red rose logo with the text "Eng Ru" is visible in the top right corner of the main content area.

RESULTS

Two years, four websites, a rebrand, key partnerships and an acquisition later, we've helped Secure Trading become Trust Payments — an omnichannel payments company with global reach — while delivering 117% YoY growth, 10% above plan in a global pandemic in 2020, and positioned for exponential growth.



RESULTS

Strategy. Brand + Messaging. Operations.

We've partnered with Trust Payments through transitions, upheaval, and growth.

- Change the culture
- Manage the message
- Extend the line
- Borrow the equity of larger brands

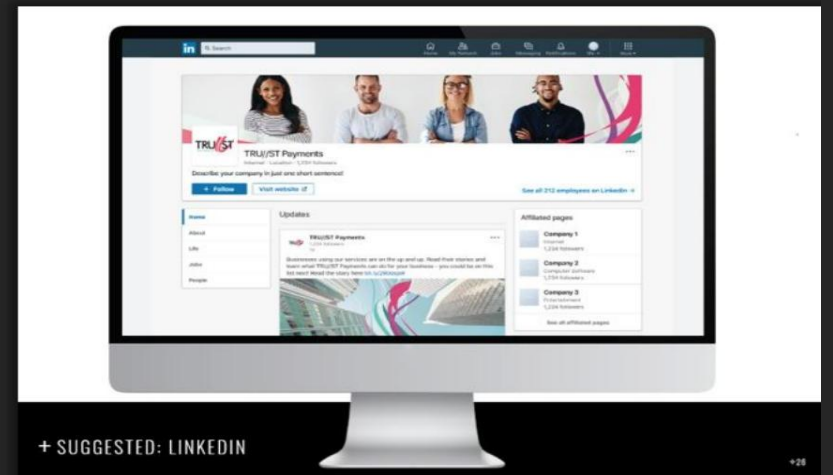
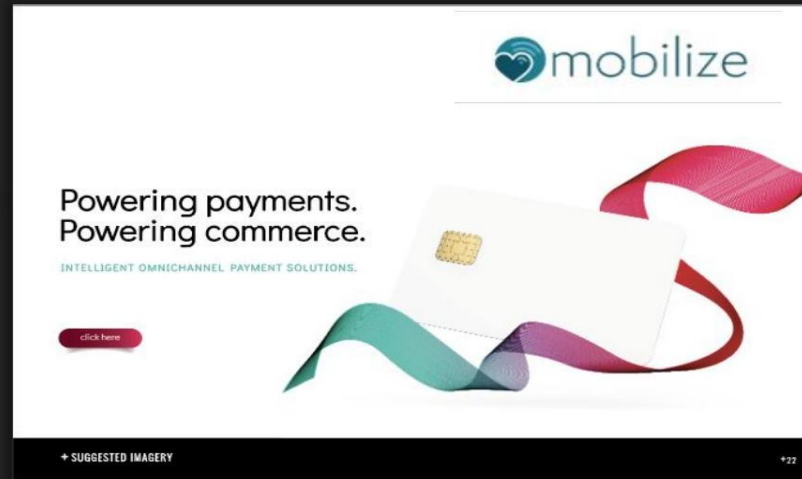
- Pre-IPO
- Through Administration
- Trust Payments Rebrand
- POS Launch
- Delivered Key Partnerships: Guestline, Matalan
- Developed most prolific lead source: Total Processing
- Developed most-profitable acquisition: Mobilize Loyalty Company
- 24x7 support, MX call center

24
MONTHS

RESULTS

Strategy. **Brand + Messaging.** Operations.
We crafted Trust Payments' new identity.

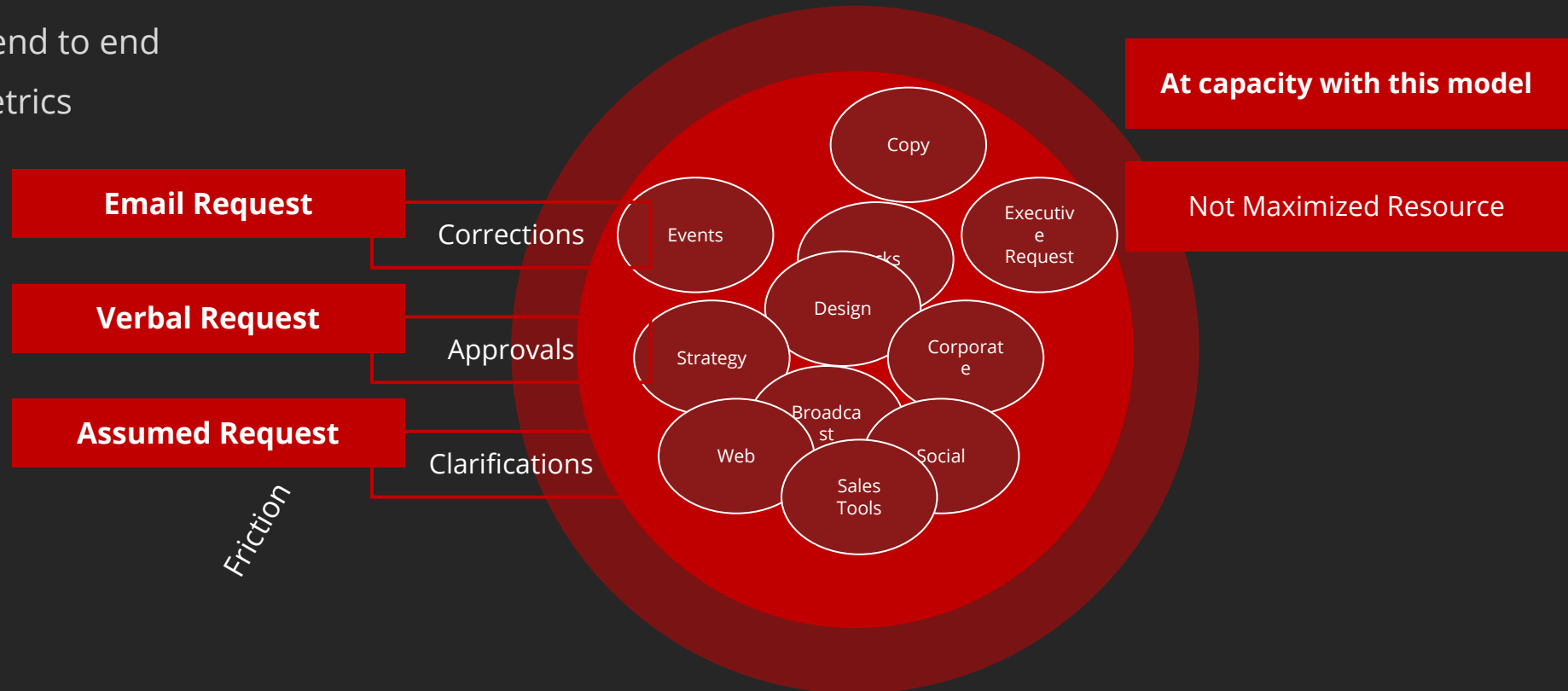
- Elevated and contemporized the brand
- Repositioned as global payments platform



INTERNAL PROCESS

Strategy. Brand + Messaging. **Operations.**
Marketing needed fixing.

- Define a process/flow end to end
- Refine process, add metrics
- Automate the process



RESULTS

Strategy. Brand + Messaging. **Operations.**

Improve communications, prioritization, and productivity.

- Organized and managed internal marketing requests
- Prioritized requests based on ROI and strategy
- Centralized marketing content
- Began to transition marketing from sales support to lead gen

Marketing Project Kickoff Form

The Project Kickoff Form is the best way to get a new project started. This form helps you get organized and be sure you've covered all the necessary details for the marketing department to create exactly what you need, when you need it.

**securetrading.marketing/new-project/
password: stmarketing**

ALIGN TO A LONG-TERM VISION — \$200 Million Global Strategy



- Rebrand
- Messaging
- Personas

Now Trust Payments' best lead source



- Sales Strategy
- Video
- Sales Materials

Trust Payments' huge strategic partnership win



- Rebrand
- Retain + Grow Matalan

Trust Payments' strategic acquisition

THE CHANGE PROCESS

GROWTH IS CHANGE. THE PROCESS NEVER STOPS.

- Identify: What works in the market?
- Test: Total Processing
- Improve: Matalan / Mobilize
- Manage the message
- Extend the line
- Borrow the equity of larger brands
- CHANGED CULTURE: set a standard for speed and quality
- Overhauled marketing team
- Email and PDFs to Platforms and Portals

MATALAN



COVID-19 RESPONSE PR + PRODUCT

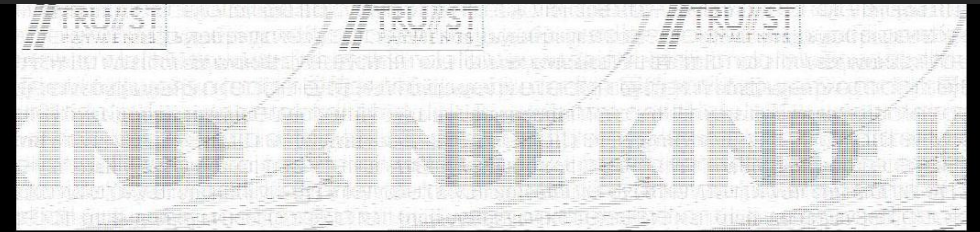
RAPID RESPONSE PR
GLOBAL BRAND MESSAGE

RAPID RESPONSE PRODUCT DEVELOPMENT

Introducing Touch-Free Payment

Free tools for our merchants to pivot your business into an ever-changing mobile environment. You're doing a great job in hard times. Use these free tools to help.

Local. Mobile. Global.



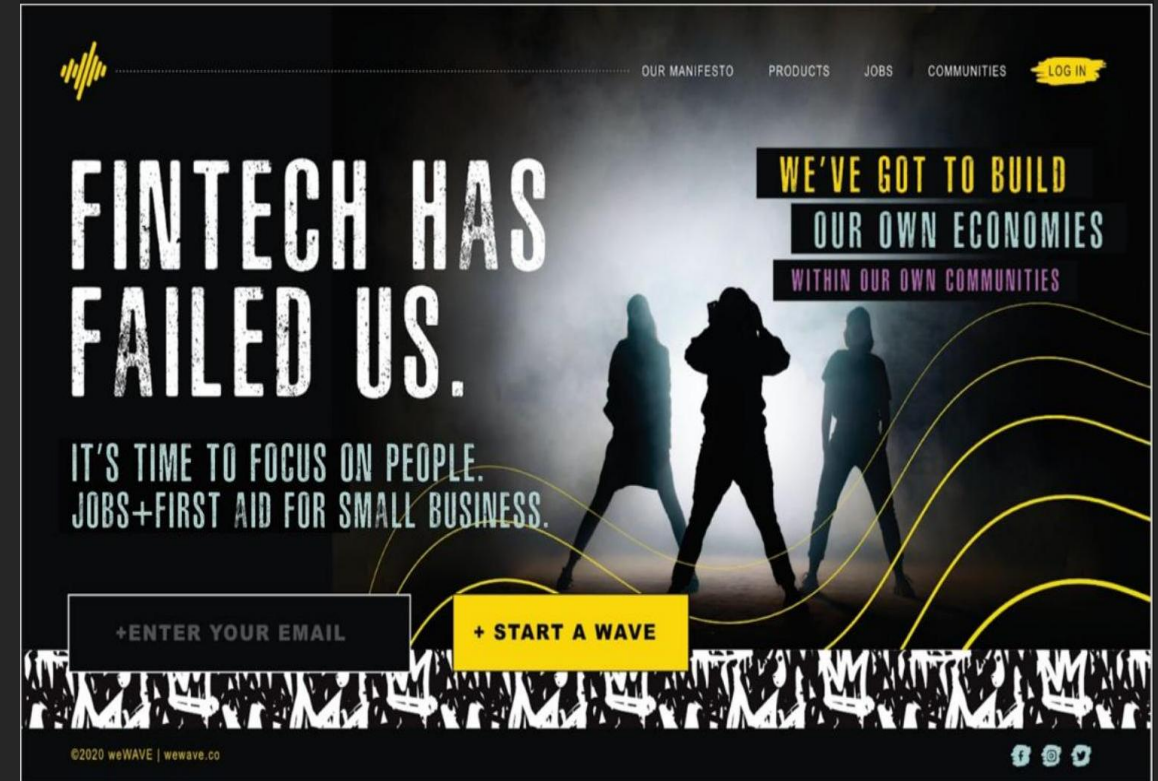
WHAT'S NEXT IN PAYMENTS

THE WAVE. INTEGRATIONS.

- US small businesses need a lifeline
- COVID-19 still spreading
- Widespread economic damage
- Fintech is dead!
- (An algorithm shut down your business)

Our answer: START A WAVE

- Hyper-local business and community focus
- Affinity-based sales + marketing
- Grassroots jobs program
- FINCOMM lives!
- (Communications. Community. Commerce.)



A person with long brown hair is holding a large camera lens in front of their face. The lens is dark and has a reflection of a person's face on its front element. A white rectangular text box is overlaid on the center of the image, containing the title and presenter information. The background is a soft-focus outdoor scene.

MOBILIZE REBRAND CONCEPTS

PRESENTED BY: JOHN MALONE

October 2018

A person is holding a camera lens in front of their face. The lens is held with both hands and is centered in the frame. The lens itself shows a circular reflection of a smiling person wearing sunglasses. The background is a blurred outdoor scene with trees and foliage. The overall image has a dark, semi-transparent overlay.

It's time to shift your focus.

Let's change how you look at your customers.

You Need A System

We need to get back to basics — get technology out of our way, but on our side.

A SHIFT IN THEME | LOYALTY MEANS LOVING YOUR CUSTOMERS

It's time to shift the way you look at your customers. It's not about identifying your target demographics — it's about *loving* your loyal customers... and showing them you do.

KEY CONCEPTS:

- How we love has changed: it's all about connection... and connection happens digitally + constantly...
- Every relationship requires work: the needs of your customer relationship have evolved — it's about your loyalty to them, not their loyalty to you.
- Things have changed fast — it was tough to keep up: we're here to help you bring your customer relationship into the 21st century.
- We are moving everything from offline to online — just like how we connect as people.

THEME | LOVE IS EVERYWHERE

The world has gone mobile. Everything happens digitally, and exists in your customers' pockets. To show them you love them, you need to engage with them — where + how they're engaging.

It's easy to get lost in the technology. You might've paid for online efforts that didn't work. You may have trouble keeping active users. **You need to mobilize.**

We're not here to take your jobs or become your technologist. We're here to create a system + give you the tools you need to stay engaged with your customers, wherever they are.



IDENTITY | MOBILIZE LOGO

Giving the type treatment a modern makeover + playing off the old wifi waves — we've brought them into the heart to communicate that love is everywhere; it's the constant effort you put into showing your customers your loyalty. We love you like you love your customers.

m  bilize



IDENTITY | MOBILIZE ICON

Utilizing the heart from the full logo, the icon lends itself well to playful taglines (i.e., "[icon] is everywhere"); could be used as an infographic-type element (i.e., survey results for "how much do you love your customers" include the icon/heart in a "battery level" style, more bars = more love); etc.



THEME | LOVE IS CHANGING

It's not like it used to be — your customers have no reason to love you, unless you give them one. It's up to you to stay ahead of the curve on how you engage with them — and how *you* show your loyalty to *them*.

Have you thought about the future? It can be intimidating, especially when you're not sure you're up to speed right now. You might be struggling with your mobile app... what are your plans when voice interaction becomes the norm? What efforts are you making to impress and excite your customers, so they know you're doing this for them?

Haven't thought about it? We have.

CHANGING



We can't tell people to engage by telling them about engaging. We need to lead by example to show what it truly means. That's why Mobilize's website will offer tools that engage the right way, including:

- Interactive Workshops
- Webinars
- Surveys + Quizzes

TECHNOLOGY | IN FOCUS

Utilising a state-of-the-art ingestion engine powered by Amazon Web Services.

- Provides On-Demand Loyalty
- Scalable and Modular
- We work with companies to help them manage and integrate customer journeys into their technology
- Weaving a next-generation loyalty, coupon, and ad-redemption system



COMMUNICATIONS EXPERIENCE IN THE FINTECH INDUSTRY:

Company	Region	Market	Mastered	Lesson
techadvance	Nigeria	Frontier Market	Virtual Mobile Banking	Utilities Issuing
way	USA + EMEA	Mobile Remote	Fee Based Revenue	MLM + POS
generate schools	USA	Affinity Marketing	10,000 Schools	Simplicity E2E
Ourly	USA	Youth Banking	Community Banks	Gen Z + Hyper Local
DAVO Technologies	USA	Sales Tax App	Clover Square Top App	Bundles
mobilize	Europe + UK	Mobile Loyalty	12.1 Million Members	360° Customer View
Trust Payments	Malta. UK. Atlanta.	Gaming. Processing. Gateway.	Platform Transformation. Unify 3 Companies.	Scale. Category. Web

THANK YOU.

+m

MALONE