

LOY-029

Bill Pay Videos

Media Plan

User Experience | eMarketing

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Project Summary

1. What is the product(s) and why focus on this product(s) at this time?

In order to drive Bill Pay acquisition, we're creating separate short videos that highlight five main benefits/features of the service, including forthcoming Quick Payment. We'll implement these in the Info Center and leverage them throughout BAC.com on landing pages, splashes, the Solutions site, and BAC search. Topics will include: 1) OLB payment choice 2) Easy set up 3) Centralization/Pay anyone 4) Informed and in control

2. What's the Main Idea (Unique Selling Point)?

Overall: OLB and Bill Pay make it easy to maintain your budget and stay on top of your bill. Set up payees and pay bills from any company or person on a schedule you choose—even on the day the bill's due. Plus, you can keep informed with the Alerts and Payment Reminders.

- Video 1 - Online Banking gives you many ways to pay your bills: Choose the options that work for you. You can pay companies and individuals with Bill Pay. You can transfer payments to your Bank of America credit card or loan, or transfer funds to your relatives and trusted friends. And you can use Quick Payment in Bill Pay to make a same-day payment to anyone.
- Video 2 - Set up Bill Pay quickly and easily: Start paying a bill quickly in a few simple steps. 1) Click on Bill Pay tab 2) Click Pay to/Pay From 3) Enter a Company name and click Go 4) Enter account number and zip code and click Confirm. YOU'RE DONE.
- Video 3 - Pay anyone, all in one place: Can't find the specific company you need to pay on our extensive biller list list? No problem. In a few simple steps, you can set up to pay any company or individual. Pay your cell phone, cable company, even your landlord—all in one place. Avoid the hassle of all the biller sites. One site, one password, bills paid. See your complete financial picture without going to multiple biller sites and remembering all that log-in information.
- Video 4 - Stay informed and in control: You decide who gets paid, how much, and when the payment's deducted from your account. Keep track of your payments easily on one screen. Get Payment Reminders on bill due dates to avoid late fees. You get more control than you ever did mailing checks.

3. Who is our audience? What do we know about them?

DDA customers who don't use OLB or Bill Pay; OLB customers who don't use Bill Pay; Low-volume bill-payment makers; OLB customer prospects for Quick Payment. Barriers to use include fear over loss of control or complex set-up, contentment with status quo process, cost, and security concerns

4. Why are we communicating?

Direct response – We want customers to sign up for Bill Pay.

5. Is there any historic or analytic data that we want to consider?

Recent VOC tells us that shorter single visual vignettes would be more effective than the Bill Pay Demo located in the Info Center

6. Deliverables

- Storyboards & scripts for 4 short videos
CTA: Get started with Bill Pay

BAC.com

Authenticated [slide 4]

Unauthenticated [slide 5]

Marketing Assets [slide 6]

Social Media sites

Info Center

YouTube

Bill Pay Videos

Unauthenticated Placements

Placements

- 1 Expandable Masthead
Videos will play within masthead space
- 2 Highlight ad
Hit will take user to Bill Pay Video landing page
- 3 Left hand navigation
Nav will launch Information Center
- 4 2nd CTA in Still Undecided module
CTA will launch Information Center
- 5 2nd CTA in Product Strip
CTA will launch Information Center
- 6 Bill Pay right module
CTA will launch Information Center
- 7 Help right module
CTA will launch Information Center
- 8 Borneo Masthead
Video will play within masthead space

Home Page

The screenshot shows the Bank of America Home Page. Callout 1 points to a large banner for a \$50 statement credit offer. Callout 2 points to a 'Get over \$300 in benefits with the Money Market CD' offer. Callout 3 points to the left-hand navigation menu. Callout 4 points to a 'Still undecided? Learn more' button in the 'Still undecided?' module.

Online Banking Overview

The screenshot shows the 'Enroll in Online Banking' page. Callout 3 points to the 'Enroll Now' button. Callout 4 points to a 'Still undecided? Learn more' button.

Bill Pay Product Page

The screenshot shows the 'Online Bill Pay' product page. Callout 5 points to the 'What You Need To Enroll' section. Callout 6 points to the 'Pay Bills Online' section.

Help > Bill Pay & eBills

The screenshot shows the 'Help > Bill Pay & eBills' page. Callout 7 points to the 'Top 8 FAQs' section.

Borneo Masthead

The screenshot shows the 'Bank of America Home Loan Guide' masthead. Callout 8 points to the 'Home Loan Guide' banner.

Authenticated Placements

- Locations**
- 1 OLB Overview Target Ad
CTA will launch Information Center
 - 2 Help Center option
CTA will launch Information Center
 - 3 OLB Help
CTA will launch Information Center
 - 4 Pay to Account Overview module
CTA will launch Information Center

OLB Overview

Bank of America Online Banking Overview page. The page shows a navigation bar with 'Accounts', 'Bill Pay', 'Transfers', 'Investments', and 'Customer Service'. The main content area is titled 'Personal Accounts' and includes sections for 'Bank Accounts', 'Statement Checking', 'Regular Savings', 'Money Market Savings', and 'My Portfolio'. A red circle '1' is placed over the 'Personal Accounts' header. A red circle '2' is placed over the 'Help Center' link in the right-hand navigation menu.

Pay to Account Overview

Bank of America Pay to Account Overview page. The page shows a 'Quick Help' section and a 'Pay to Account List' table. A red circle '4' is placed over the 'Pay to Account List' table.

Pay to Account List	Bill From	Last Payment
AA Insurance	AA Insurance	08/10/12
Bank of America Vehicle Loan	Bank of America	08/10/12
Bank of America Communications	Bank of America	08/10/12
Capital One Credit Card	Capital One	08/10/12
Capital One Credit Card	Capital One	08/10/12
Capital One Credit Card	Capital One	08/10/12
Capital One Credit Card	Capital One	08/10/12

OLB Help

Bank of America Online Banking Help page. The page shows a 'Customer Service Menu' section with various links for help. A red circle '3' is placed over the 'Customer Service Menu' section.

Marketing Assets: Samples

- Assets**
- 1 Masthead
 - 2 Borneo Masthead
 - 3 Landing Page
 - 4 Left Hand Module
 - 5 SASI
 - 6 SASO
 - 7 Hightlight ad
 - 8 Target ad
 - 9 Right Hand ad
 - 10 Left Hand ad
 - 11 Marketing Strip
 - 12 Product Strip

