

COMMUNICATION FOR MEDIA LEADERSHIP - NACRO

Catriona Dixon
Top Bird









Communication Plan

WHAT I WANT TO ACHIEVE:

Awareness of benefits Braintree brings to market; position as a leader in payments

AGENDA I WANT TO SET:

World-class commerce experiences – and business growth depend on seamless partnerships.

CALL TO ACTION:

Consider Braintree for your business – contact us – check out the website.

MY KEY MESSAGES – TOPIC AREAS:

1. BRAINTREE:

"We are pioneers in payments.."

- **Pioneers of research and** development of payment solutions
- **Importance of partnerships**
- Our purpose is to make payments easier and more manageable.
- EG: CLIENTS WE ARE HELPING: AIRBNB UBER THE ICONIC

2. PAYMENTS INDUSTRY

3. TECHNOLOGY:

4. MY STORY:

IMPACT WORDS/OPENING STATEMENTS:

Innovate, lead, enable, efficiency, solutions, research, development, manageable.

STATISTICS:

ANECDOTES: "What our partners tell us is:.."

BLOCKING CONTROVERSY:

"Safety is our priority...



RETAIL REVAMP



ten eyewitness
NEWS
FIRST AT FIVE



FIRST AT FIVE
ten NEWS
eyewitness



HARD



conversations





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