



**THIS IS A SOCIALLY
CONNECTED
WORLD**



Diane Scott, EVP & CMO Western Union



**3 UNIVERSAL
EXPERIENCE
TRUTHS FOR
MONEY
TRANSFER**

RESPECT



**Show me
my money
matters**

REASSURE



**Give me
peace of
mind**

RECOGNIZE



**Recognize
me the
next time**



BRAND PROMISE:

moving money for better

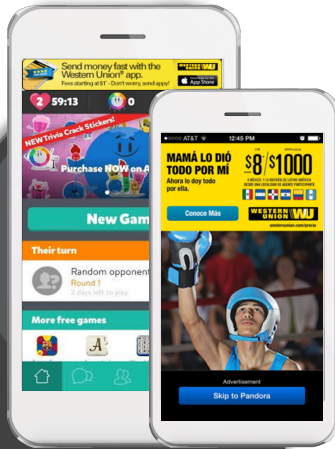
ONLINE | MOBILE | IN STORE



DRIVE AWARENESS & CONSIDERATION VIA MOBILE:



"Who are You, and are you right for me?"



Mobile Marketing

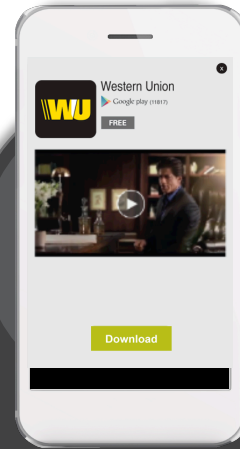
(Admob, Geo & Segment targeting)

Improved CPA and CTR



Gamification

50M Impressions



Downloads of Mobile App

App SEO efforts; from #70 to #2

INSIGHT:

70%



Mobile connectivity by 2017; and 1/2 will be smart phones

USE OF MOBILE TO SIMPLIFY TRANSACTION BOTH ONLINE AND AT RETAIL

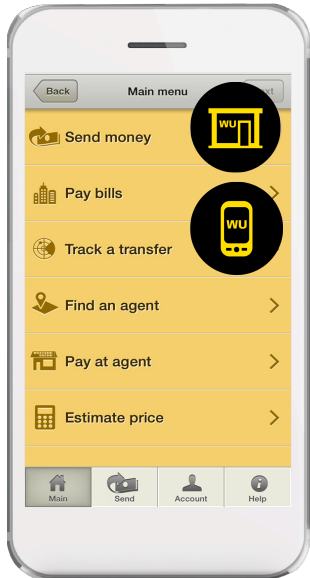


“Understand that I am new and nervous”

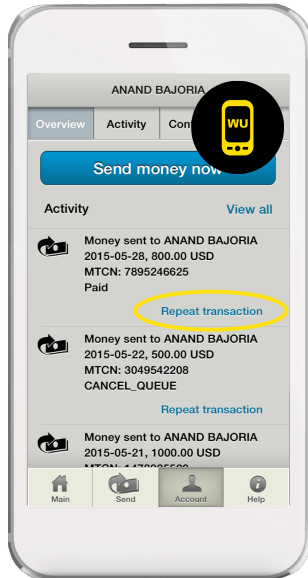


“Make it work”

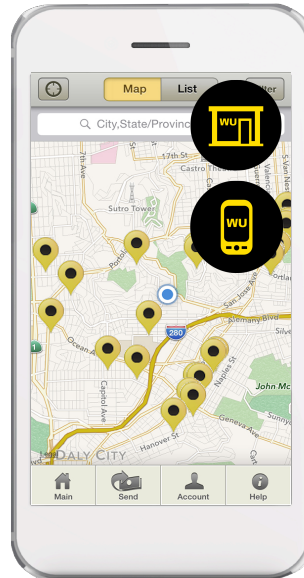
App home page



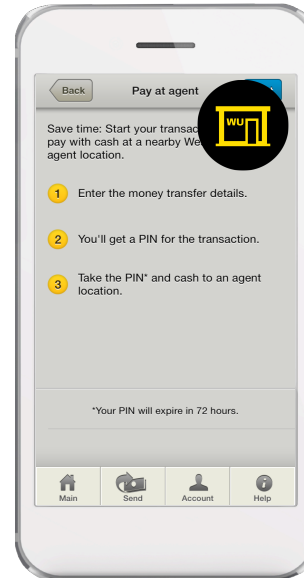
Repeat / Send again



Find location



Staged transaction



INSIGHT:

Majority of customers each year are new to the Money Transfer category

Ease & accessibility are top driver of brand choice

USE OF MOBILE AND SOCIAL TO SERVICE THE EXPERIENCE



"Give me transparency and peace of mind"

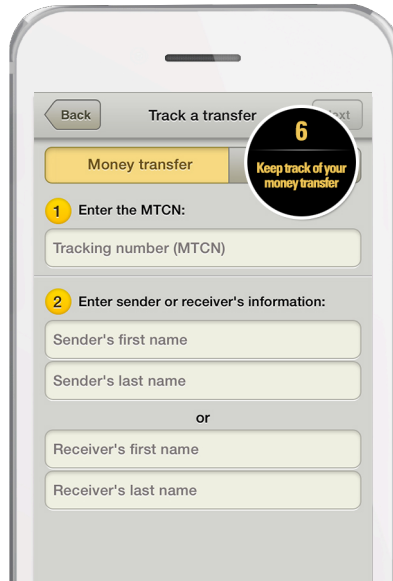


"Reinforce my Faith in you"

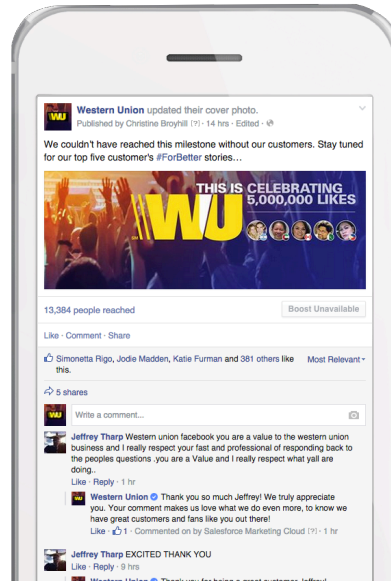
SMS Alerts



Track a Transfer



Social Care



INSIGHT:

3x more
revenue when we have a satisfied customer

Trust and reliability are key ingredients to customers in category

Source: Western Union Internal Data & customer tracking research

COMMUNITY MANAGEMENT & SOCIAL CARE



RANKED TOP 5 in Financial Service Industry out of 2,500



ENGAGING CONSUMERS BETWEEN TRANSACTIONS



"I'm a person, not a transaction"



#1

The Customer Conversation



#2

The Brand Conversation

INSIGHT:

Social-Mobile has surpassed Social Online

WU Consumers are Dual-Belongers

Category Consumers avg 6-10 txns/year

An engaged My WU member is ~ 6x more valuable than non-member



**THIS IS THE CUSTOMER
CONVERSATION**

WU

SM

THE MULTICULTURAL COMMUNITY

**THIS IS CELEBRATING
5,000,000 LIKES**

SM

**SAMAHANG
PINOY**

WUPinoy
Product/Service

Watch Video Liked Message

WULatino
Product/Service

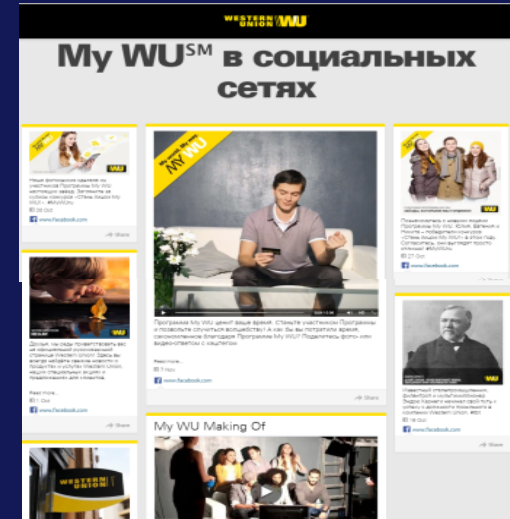
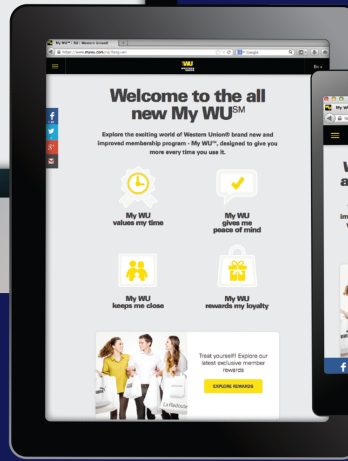
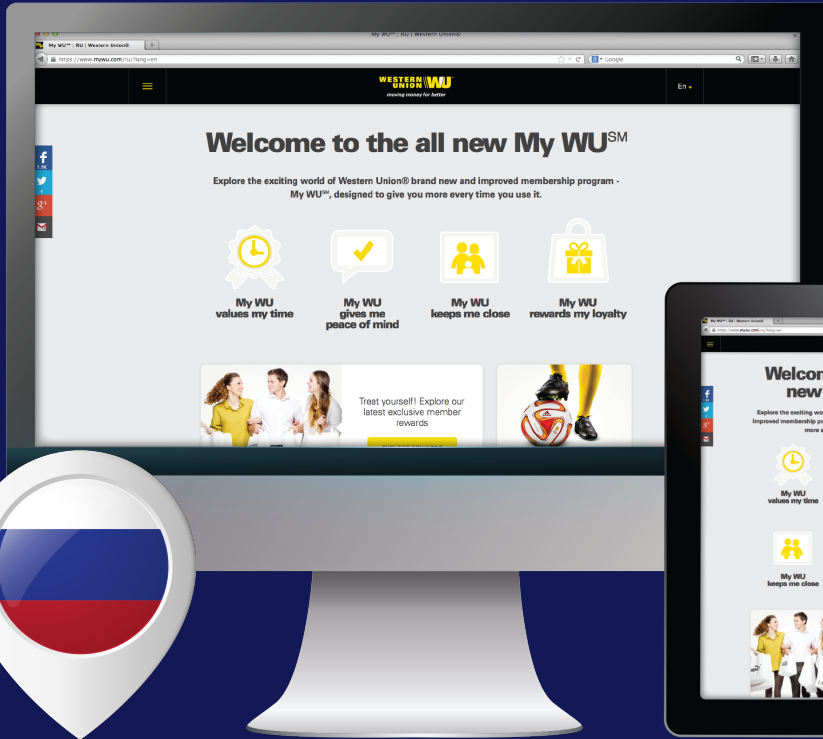
Liked Following Message

#ThisIsWU

WUIndie
Product/Service

Liked Following Message

My WU - BUILDING CUSTOMER LOYALTY



My WU - BUILDING CUSTOMER LOYALTY



“Western Union is very different. They relate to their customers, they are not a distant brand. They are a brand that gets interested in what goes on in the lives of their customers’...They make you feel like you are part of the Western Union family and that’s a beautiful thing ”



Olivia Onyia

Face of My WU Finalist in Nigeria

**THIS IS THE BRAND
CONVERSATION**



LEVERAGING SPONSORSHIPS & INFLUENCERS



SEND MONEY IN MINUTES TO SELECT BANKS IN INDIA
WESTERNUNION.COM



THIS IS **WU** UEFA EUROPA LEAGUE FINAL 2015 **WARSAW** UEFA EUROPA LEAGUE THIS IS **WU**



WESTERN UNION & AMR DIAB
PLAY A NEW SYMPHONY OF TRUST.



LEVERAGING THE EMOTION OF YOUR BRAND



THESE ARE THE STORIES THAT HAVE INSPIRED US.

Every day, we see millions of people across the globe working hard to provide for their families. Sending money to fulfill the wishes of their loved ones. And step by step, moving closer in the direction of their dreams. These are the stories that inspire us all, and we want to share them with the world!

KNOW SOMEONE WHOSE WISH YOU
WOULD LIKE TO FULFILL?

SHARE YOUR #WUwish
WITH US

'MOCIALLY' ENABLING YOUR LEADERS AND EMPLOYEES

Engaging Employees
on the Brand
WU Selfie App

Activating
Leadership on
Mobile & Social

