



ANDRA
PR & Corporate Communications

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ANDRA PUBLIC RELATIONS NEWSLETTER



CEO MESSAGE

Andra PR Newsletter

A welcome note from Fatema Ebrahim

I'm excited to share our 7th edition of the Andra Public Relations newsletter. The past few months have been quite exciting and more coming up in 2022.

For this edition, we feature Nada Darwish, Head of Communications at Gulf Business Machines, highlight the Marketing for FinTechs with Tom Romanski, Communications Lead at Codebase Technologies for our FinEcho Podcast and much more.

Milestones we are proud of this year:

- Andra PR was a Media Partner for the AFCM Conference 2022
- 500 total downloads for our FinEcho podcast since launch in January

Want to be featured or collaborate with us for the newsletter? Reach out at info@andrapr.com



FIN CHO

Financial Podcast

Podcast #4 highlight

Marketing for FinTechs with Tom Romanski

We sat down with Tom Romanski, Branding and Communications Lead at Codebase Technologies. A leader in the field of brand strategy, marketing and communication, he has over 15 years of experience building and growing regional and global brands. Tom is responsible for leading Codebase Technologies' brand, content, social media, and PR strategy and implementation.

If you haven't listened to Episode #4 'Marketing for FinTechs' on the FinEcho podcast, not to worry. We have summed up our favourite parts below on the world of FinTech Marketing, why it is more complex and challenging and the current trends taking place.

In this episode, we talk to Tom Romanski; branding and Communications Lead at Codebase Technologies. Tom is a leader in the field of brand strategy, marketing and communication, he has over 15 years of experience building and growing regional and global brands. Tom is responsible for leading Codebase Technologies' global brand, content, social media, and PR strategy and implementation. One of the questions we tackled is 'What are the current trends taking place for FinTech marketing right now?' Tom mentioned the 3 trends for 2022 which include sustainability, content, and empowerment.

When we talk about FinTech, and specifically payment apps, it's important to build a purpose-focused brand. This is achieved by making payments easier, helping manage consumers' finances, and elevating their quality of life. In terms of sustainability, we ask these types of questions, like



"Marketing messaging can't be general, it has to empower the consumer. It's important to build a purpose-focused brand by making payments easier, help manage consumers' finances, and elevate their quality of life."

“What’s the greater good? How do they help society? How do they educate on ESG goals? How can FinTechs be more sustainable?” Tom mentions that content is one of the hardest buckets. It is definitely not easy to stand out, since there is already so much out there. It is becoming more challenging to be a thought leader by creating something more personal, unique, something that hasn’t been said or done.

The podcast mentions empowerment, where FinTechs have to answer these questions in every element of our product or solution “ How the product or service empowers customers? Does it elevate their quality of life? The product has to be tied to the brand purpose, with personal marketing messages that can empower the consumer. We asked Tom about content (which is the most complex area in our opinion), and he gave us his perspective on the controversial quote: "Content is king is a cliché, let's get back to the basics; customer is king". Because content is about your target audience, the customer is king attitude is preserved, but content should not be overlooked.

“Content is like a trading asset. In B2B marketing, content is a key element to generate leads, and people expect to be served some kind of content in return for an intangible asset, like their attention. Nowadays, we have seen FinTech companies onboard copywriters who will speak to the public with a mix of simple messaging and technical elements..”

“Don't over strategize. Smaller FinTech companies, specifically, should launch their products or services with mini campaigns and a test & trial method, so they can learn what worked and didn't work.”

Content is essential for lead generation, so it is necessary not only for brand building but also for day-to-day business. Building on the previous point of difficulty in creating unique content, it's invaluable to be motivated to generate compelling content from a variety of sources, even those unrelated to fintech.

When it comes to a brand's tone, being cheeky, fun, or quirky can make you stand out as an interesting and engaging bank, and makes you engage with the younger community without them feeling like they're dealing with a bank. In turn, consumers are motivated to use the app more frequently, and this ultimately boils down to the user-friendly interface, graphic elements, and simplicity. Customers are empowered, inspired, and tailored to. Building on this is the concept of lifestyle marketing.

Tom emphasises the value of little details when wanting to create a strong user experience. Despite being a marketing graduate with branding knowledge, scepticism may still impact him, so he strongly favours a good experience over advertisements, which is where word of mouth can potentially be powerful. For Tom, Revolut is a game changer here in terms of its branding, product, and customer centricity.



ANDRA PR IN THE NEWS: Andra Public Relations Media Partner of AFCM

Early this year, we announced our media partnership for the Arab Federation of Capital Markets (AFCM) Annual Conference, which is the guiding body for the Arab stock exchanges. The aim of our partnership is to increase awareness of the event across various media channels. Andra Public Relations handled all the media relations and coverage of this groundbreaking event in the Bahrain market to increase awareness and visibility of the ring-the bell ceremony where Bahrain Bourse assumed the Federation's rotating presidency from the Saudi Stock Exchange (Tadawul).

"We are honoured to be part of a key event that will shed light on key elements that are shaping capital markets across the world. The conference will certainly serve as a major debate platform for the flow of key ideas from notable experts, and we look forward to playing a vital role in generating visibility of such a significant event and contributing to the AFCM's powerful stance in the region."

- Fatema Ebrahim CEO of Andra Public Relations

The AFCM conference has become one of the most eagerly anticipated events, and a key platform bringing together regional and international market players to cover key issues of high interest in the International and Arab Markets.



The virtual conference took place on 29th and 30th of March, 2022.

Our team highlighted the key messages of the conference panels including "The Future of Business", "CCPs: a Strategic Opportunity to Develop Capital Markets", "The Rise of the Newly Empowered Retail Investing: Where do we Stand?", "Towards a New Paradigm: Mobilizing Private Finance", and "Green Finance"



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LESSONS IN MUSIC FOR FINTECH MARKETERS:

WHAT MUSIC MARKETING CAN TEACH FINTECH MARKETING

The bridge between music and fintech

Fintech and music might seem worlds apart. But a close look at music marketing reveals some lessons for fintech marketers.

The global music industry is worth \$25.9 B in 2022. The International Federation of the Phonographic Industry (IFPI), reports steady growth in revenue since 2016.

Up until the 1990s, record labels had control over artists and consumers. Music preferences tend to be whatever recordings happened to be in circulation. Then came the internet and social media.

The power dynamics changed. Creators could now get their music across to listeners without the big labels. Music marketing responded well to the changes. The future projections look rosy.

Lessons from the music marketing playbook

Simple and easy to grasp messaging: Ever wonder why viral music videos like Gangnam Style and Macarena became so popular? There's no formula for virality. But one reason is that they have elements almost anyone can imitate - even if you don't understand a word of Korean or Spanish.

The catchy lyrics and the irresistible dance moves spread because they are simple and easy. Then, before you know it, the songs are part of pop culture for a long time - as memes, covers, and remixes.

Finance is not the forte of many B2C fintech audiences. So if your message is simple and easy to understand, there is a much better chance of success.

Revolut and Coinbase are two fintech brands that do this well. Revolut is UK's most valuable fintech. Coinbase has 89 million users. Both are quick sign up, UX-optimized fintech apps.



LESSONS IN MUSIC FOR FINTECH MARKETERS:

Tap into the emotions of the target audience to differentiate: Ed Sheeran fans think of him as relatable. Drake is a sensitive rapper and hip hop artist.

Fans crave a star they can identify with, but music stars are usually not known for these qualities. Ed and Drake have a unique differentiator.

Climate change is a growing concern for millennials and Gen Z. Not many fintechs have a marketing message addressing it. Aspirations Bank is the exception appealing to such a demographic.

- Cash management account where the deposits are not used to fund any oil and gas projects
- Zero-carbon footprint credit card claims to plant a tree for every purchase made

The bank is set to go public in a \$2.3B SPAC transaction later this year, with celebrity investors like Leonardo DiCaprio, Orlando Bloom, and Robert Downey Jr.

Emphasis on community and belonging: BTS Army (fans of the K-pop band BTS) and BeyHive (fans of Beyoncé) are more than fan groups. They provide an identity to many of the members. Some might even say they are online subcultures.

Community is a big part of human identity. People trust recommendations from people they know.

In fintech SEO and PPC, most ranking keywords are saturated. It is difficult for fintech marketing teams to get decent ROI. The average Cost per Lead cost could be as high as \$160 in 2022.

To create differentiation, add community elements like referrals in your marketing. It reduces the Customer Acquisition Cost (CAC), possibly enhancing Customer Lifetime Value (CLV).

PayPal was among the first to use referrals to increase adoption. Wise and Nexo are two other fintech companies that use it at present.

To summarize, the top 3 lessons fintech marketing can learn from music industry are simplicity, emotional appeal, and a sense of community. Start using them today to improve the results of your marketing.



TECH TEA

with Nada Darwish

Head of Communications at Gulf Business Machines

Can you share a little bit about what it is that you do and what a typical day for you looks like?

There is the daily routine of waking up, having my coffee, and playing Wordle like the rest of the world! My morning routine helps me navigate through the day, as there is a new project to work on with different stakeholders every day. I head the Corporate Communications department regionally in seven countries, with eight offices. I receive around 100 e-mails every day with requests.

"Women leaders are storming the FinTech industry, breaking the biases, and positioning themselves for the world to see. Women bring unique perspectives to the fintech space"

It's overwhelming sometimes but the trick is to divide my day with; reading, actioning, and managing the workload.

Did you always know that working in the Corporate Communications sector was what you wanted to do? And, how did you get your current role (did you start with your current position or you had the option to climb the career ladder)?

Since I was at university for my bachelor's degree, I mapped my career path. I wanted to get the most exposure and learn the technical skills in agencies first before moving to the client-side and obtaining practical skills. I worked in three countries, and I dealt with companies from different countries, which helped accelerate my career growth. So, I joined GBM as a Marketing & Communications Specialist to roll out the new brand. In my seven years in GBM, I got promoted to Manager and now to Head of the department. During my full-time job, I continued studying for a postgraduate degree at Said Business School, Oxford University and participated in different organizations to network and learn as much as possible.

“ Invest in yourself and don't wait for anyone to sponsor your career. Put time and energy into networking with different groups, finding a mentor, and focusing on building your personal brand.”

What were your stereotypes about the FinTech sector pre joining?

It's a man's world, which is true, as men dominate the financial and technology sectors globally. But women leaders are storming the FinTech industry, breaking the biases, and positioning themselves for the world to see. Women bring unique perspectives to the fintech space, experiencing FinTech products different from men and provide inclusivity. Financial inclusion also has the power to boost economic growth and support industry and innovation.

What do you like the most about your current role? And what challenges are you trying to overcome?

Corporate Communication is a support function that gives us the ability to work vertically and horizontally in the organization. Whenever we have a challenge, I believe in open communications and bringing in cognitive diversity. Cognitive diversity is the inclusion of people who have different styles of problem-solving and can offer unique perspectives because they think differently, which helps us bring innovate ideas to our projects.

What advice would you pass on to other females (especially fresh graduates) that would like to pursue a PR career in the financial technology field?

Unfortunately, women are still subject to hiring and workplace bias, and the only way to stand out from the others is to work harder than everyone else. My advice to women is to invest in themselves and not wait for anyone to sponsor their career or learning. Instead, put time and energy into it by networking with different groups, finding a mentor, and focusing on building your personal brand. You are not defined by your job but by positioning yourself as an expert in the field.



Event highlight: the future of FinTech in the Metaverse

ISACA Bahrain Chapter in partnership with the BIBF hosted a session on the 'The Future of FinTech in the Metaverse'

The session highlighted several key topics including the contribution of the digital platforms to the experience of the digital world, FinTech solutions in the metaverse, Metaverse & Data Privacy, Why should FinTech companies invest in the metaverse, and more.

So, what makes the metaverse unlike any other space?

- It will exist regardless of time and space.
- While the participants interact in the virtual world, they will be interacting simultaneously in the physical environment.
- It will be an inclusive and accessible platform. Anyone who has a connection can log in at the same time.
- As a continuation of the cryptocurrency, participants and businesses will event be able to transact

The metaverse presents various opportunities for Financial institutions and fintech entities. We have summed up the key points below:

- Because you will be able to buy and sell land, buildings, avatars, advertisements, products, services, and more, all with digital currency. In this world, users will need financial systems in place to provide them with this level of secure payment structure. The ability for fintechs to create solutions to manage finances and transactions will be crucial.
- financial institutions will have virtual branches, conduct workshops and seminars. The term "metaverse banking" relates to the management of financial transactions in virtual environments.
- Banks are able to offer differentiated customer experiences through the metaverse while preserving the security of financial data.

A recent study found that 43 percent of consumers would be comfortable using virtual reality for banking activities such as checking account balances or making payments.



As in many other areas, this virtual space has made finance innovators hungry on how fintechs and new fintech solutions can provide financial services to this brand new world. Financial institutions will be taking steps further to engage with customers beyond both the brick and mortar storefront and the smartphone-based app.

Before FinTechs enter the Metaverse, they need to:

- Define a purpose, strategy, and value proposition. Communicate the approach to customers, employees and investors
- Take baby steps. Instead of going all-into the metaverse, demonstrate capabilities in fundamental elements of what constitutes the metaverse
- Experimentation is a must – but make it meaningful. Instead of pictures and bots that serve no purpose, introduce new DeFi products; build educational billboards and interactive ads where customers can learn about products, or even games customers can play that help with learning a product



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THOUGHT LEADERSHIP

WHY FINTECHS ARE SO INVESTED IN CONTENT MARKETING

Let's dissect the meaning

So, what exactly is Fintech Content Marketing?

Content marketing incorporates sales and marketing by attracting potential customers and driving them down the sales funnel with appealing content tactics. A fintech content marketing approach emphasizes the unique selling qualities of primary audience segments.

Although the term "content marketing" has become somewhat of a jargon among today's marketing teams, the fact is that this inbound marketing technique is both common and successful.

"The FinTech industry is one of the world's fastest-growing industries. With a compound annual growth rate of 6%, the global financial industry is estimated to be valued more than US\$26.5 trillion by this year. Now, FinTech companies are increasingly aiming to integrate content marketing as a fundamental component of their marketing and growth strategy."

How valuable is Fintech Content Marketing?

Financial institutions may wonder if content marketing is worthwhile. However, it is essential to recognize the benefits and statistics. For instance, among the numerous advantages of the marketing technique are that it maintains readers' attention, boosts brand loyalty, generates leads, and boosts direct sales. Furthermore, content marketing costs 62% less than traditional marketing channels.

With fintech marketing, where education is so important - content is critical at every stage of the funnel. It appeals to every component that you require - you want to inspire, engage, and inform.

Fintech marketing is creating awareness and engagement with any kind of tool that's offering the movement of money.

Building on value, a huge advantage that fintechs have that not all industries have is data. Data serves as a key powerful element not only for adding more value for consumers through machine learning, automation, and actually creating services out of the data, but also from a marketing standpoint, to really drive a lot of messaging and content while also attempting to give back to the community.



With the appropriate content generation, fintech marketing firms are empowered to:

- Educate & Inform - Articles can provide readers with advice on topics such as cybersecurity and financial stability
- Humanize & Streamline Difficult Concepts - Infographics and podcasts can help break down and compile information, allowing complex topics to be simplified in a basic manner for non-experts, increasing trust
- Incorporate Views from Outside Sources - In-depth interviews with executives, clients, and industry partners can yield valuable insights

Elements for a Successful Strategy

To succeed in your fintech content marketing strategy, it's important to follow the 6-step process:

1. Define your objectives
2. Determine your target market
3. Discover potential gaps
4. Generate content
5. Plan distribution
6. Measure the ROI



TREND OUTLOOKS

People devote third of waking time to
mobile apps



INTEL LAUNCHES BLOCKCHAIN CHIP

Intel Corp launched a new chip for blockchain applications such as Bitcoin mining and minting NFTs to cash in on the rising usage of cryptocurrencies.

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JP MORGAN IN METAVERSE

JP Morgan has become the first bank to establish a presence in the metaverse, as it predicts a market opportunity of US\$1trn and eyes virtual real estate

JP Morgan has become the first bank to enter the metaverse, opening a lounge in the popular blockchain-based world, Decentraland – one of the most popular metaverses. This marks the banking giant's entry into the metaverse, as it eyes the potential financial gains.

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VR HEADSETS ARE HEADED TO YOUR CAR'S BACKSEAT

Holoride, a tech startup whose promise is "turning vehicles into moving theme parks," recently announced at the SXSW festival in Austin that it is bringing VR headsets to select Audi SUVs and sedans this summer.

With the Holoride system, Audi passengers will be able to blend what they see on the actual journey with augmented reality elements via motion-synchronization technology. Passengers can fly over rainforests or enter a virtual office to join a work call, all from the backseat of the car, according to the company.

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MADONNA ENTERS METAVERSE WITH A NEW BORED APE NFT BOUGHT FOR \$560K

In a Twitter post, the 63-year old pop star announced entering the Metaverse after acquiring a Bored Ape NFT valued at more than half a million dollars. Madonna bought Bored Ape #4988, which is a six trait DMT primate with a sleeveless logo tee, an S&M hat.

[Read more](#)



DAVID BECKHAM ENTERS THE METAVERSE

David Beckham, global sporting icon, entrepreneur and philanthropist has become a global brand ambassador for the DigitalBits blockchain. As one of the world's most successful athlete-turned-businessmen, Beckham will help to communicate the transformative power of the DigitalBits blockchain to consumers, brands and other organizations worldwide.

[Read more](#)

The Dubai Securities and
Exchange Higher Committee



The goal: Establish the UAE
and Dubai's position as a
key player in designing the
future of virtual assets
globally.

Mohammed bin Rashid



Mohammed bin Rashid

approves Dubai Virtual Asset Regulation Law and
establishes Dubai Virtual Asset Regulatory Authority

DUBAI GOVERNMENT ROLLS OUT CRYPTO LAW

Dubai has revealed its first cryptocurrency legislation, overseen by a new regulatory agency.

“The future belongs to whoever designs it,” Dubai ruler Sheikh Mohammed bin Rashid Al Maktoum wrote in a tweet. The 56-page proposal, released by the Dubai Financial Services Authority (DFSA), focuses on crypto tokens and follows an October report on digital tokens.

[Read more](#)



PUBG DEVELOPER LAUNCHES PLAY-TO-EARN CRYPTO GAMES

Krafton, the South Korean gaming giant founded by billionaire Chang Byung-gyu, is expanding its crypto empire by partnering with blockchain startup Solana Labs to develop play-to-earn crypto games.

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SPOTIFY RECRUITS WEB3 TALENT

The streaming giant posted two jobs recently with a focus on Web3 initiatives, joining a growing group of companies from Disney to Nike looking to hire in the emerging sector.

The company posted a listing on LinkedIn for a senior backend engineer who would “facilitate collaboration with product, insights, and design to uncover the next growth opportunity leveraging new technologies, like Web3.” The engineer will work with Spotify’s experimental growth “Edison team” within its freemium division.

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APPLE MOVES INTO OPEN ABNKGING

Apple has stepped into Open Banking in the UK by acquiring Credit Kudos. This is one of the startups that uses transaction data and machine learning to create very accurate credit ratings. They use API access to bank accounts to collect real-time data and feed it into their systems to provide clients with affordability and risk assessment scores and are good example of how Open Banking data will support better lending, as risk assessment will be guided by richer data on under-served markets and business owners which will in turn open up opportunities in the significant total addressable market of finance-hungry SMEs and micro-entrepreneurs across the globe.

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METAVERSE FASHION WEEK: 70 BRANDS DO THEIR BEST TO SHOWCASE STYLE IN DECENTRALAND

Decentraland kicked off Metaverse Fashion Week: a combination of high-end designers and wearables vendors flaunting non-fungible token (NFT) collections in the blockchain-based virtual world.

Brands such as Estée Lauder, Tommy Hilfiger, Dolce & Gabbana and Forever 21 are all participating in the virtual fashion event. Many spent weeks laying claim to metaverse-ready trademarks in what now appears to have been a preemptive brand protection strategy ahead of their NFT premiere.

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Andra PR is a Bahrain-based public relations and corporate communications boutique firm with a primary focus on financial technology, educational technology, startups and other specialized governmental sectors.



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