

“Școala de Bani” (Money School)

Project Update and PR Plan

Agenda

- 1. Update of the project*
- 2. PR campaign elements*

Teasing campaign – The school's Manifesto

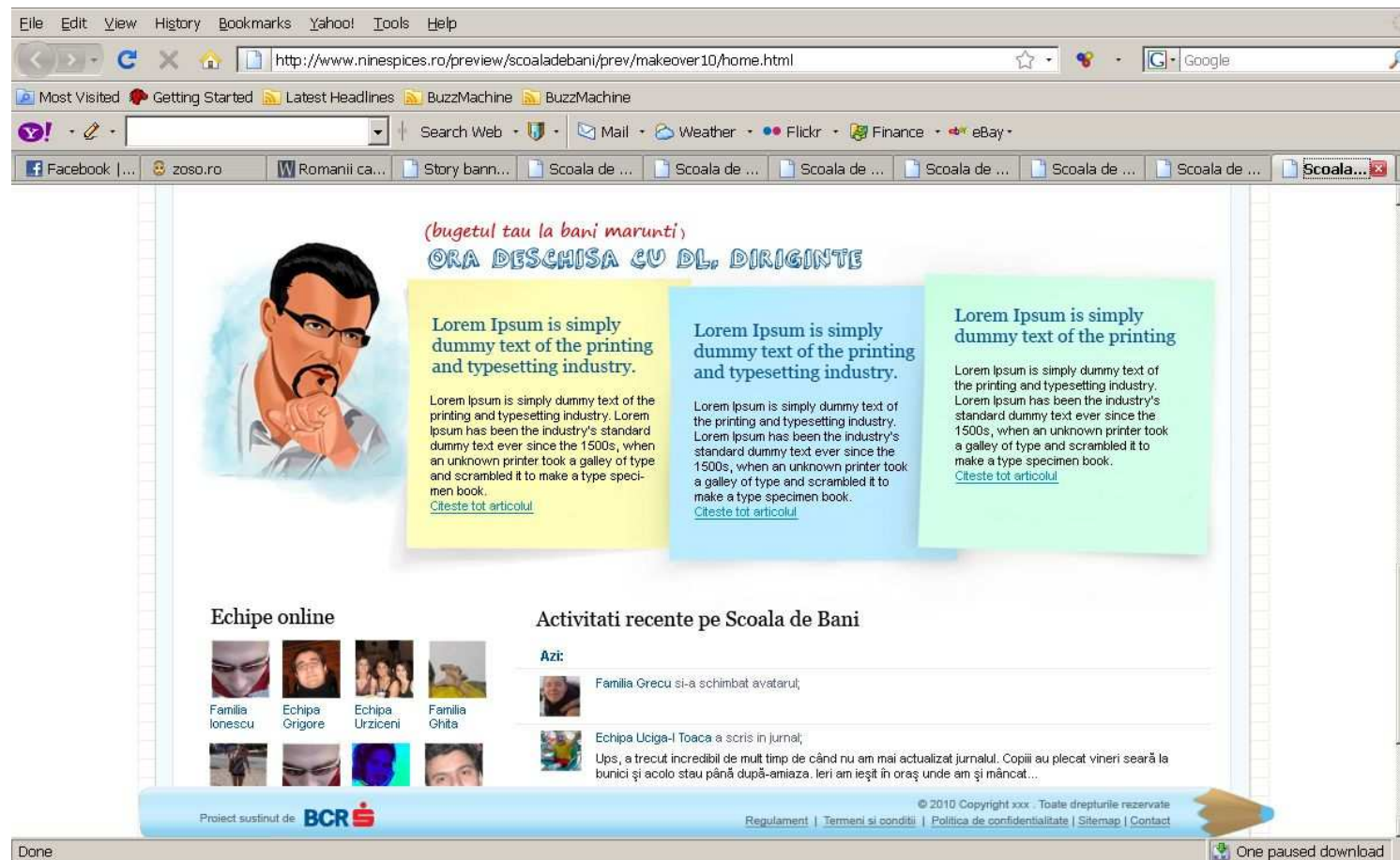


“How to go bankrupt in 10 steps”

Homepage



Homepage

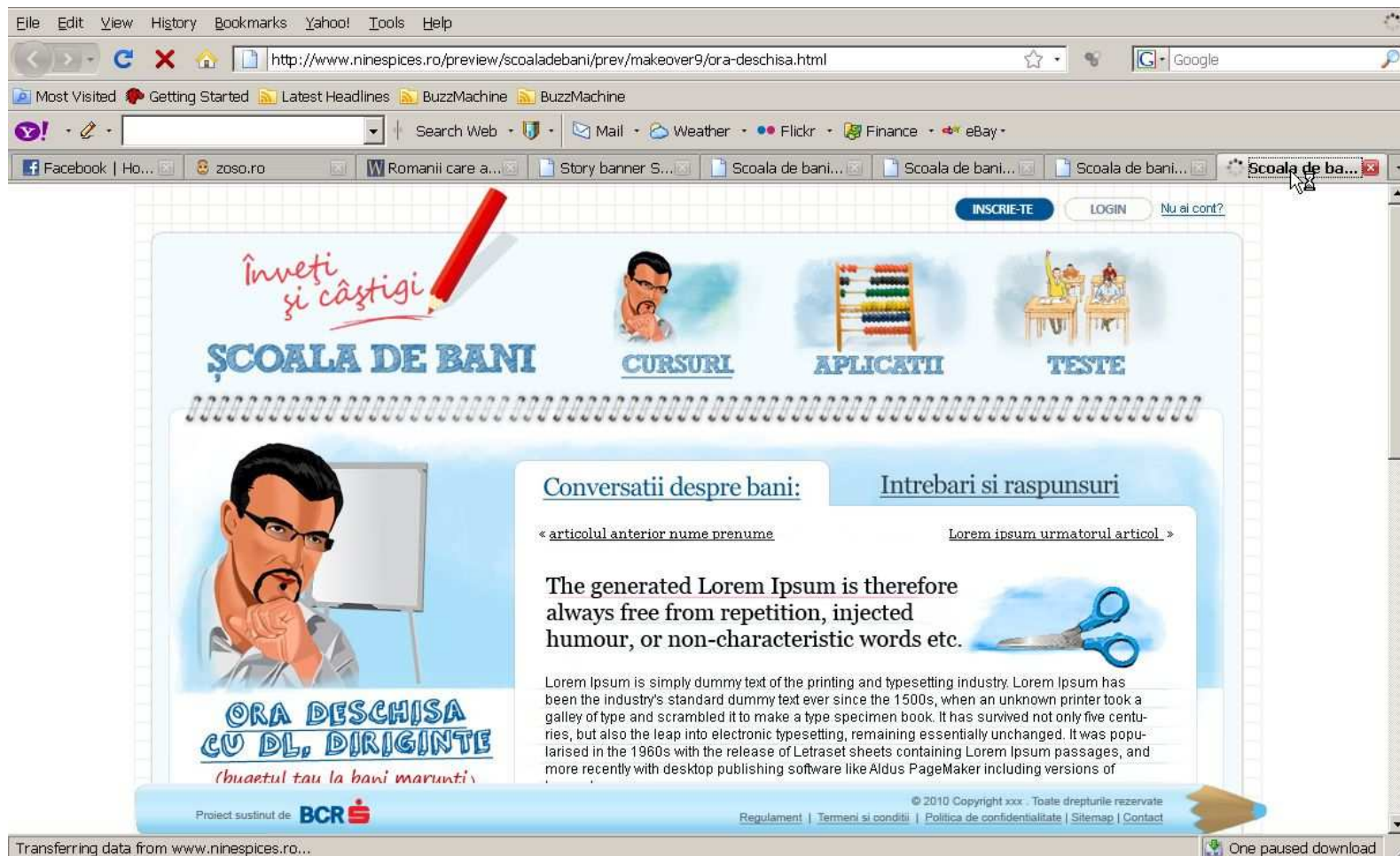




School's magazine page



Conversation page



Courses page

The screenshot shows a web browser window displaying the 'ȘCOALA DE BANI' website. The browser's address bar shows the URL: <http://www.ninespices.ro/preview/scoaladebani/prev/makeover9/cursuri.html>. The website has a light blue and white color scheme with a spiral notebook background. At the top, there is a navigation bar with links for 'INSCRIE-TE', 'LOGIN', and 'Nu ai cont?'. Below this, the main header features the text 'Înveți și câștigi' with a red pencil icon, followed by 'ȘCOALA DE BANI' in large blue letters. To the right of the header are four icons representing different sections: 'CURSURI' (a man's face), 'APLICATII' (an abacus), and 'TESTE' (two people at a desk). Below the header, there are three main course offerings, each with a title, a subtitle, a quote, and an image of a book or magazine. The first course is 'CURS DE CONVERSATIE INTRE BUZUNAR SI BANI (cum cheltuim)' with the quote 'Banul nu are coada. Daca îl arunci nu ai de ce să-l mai apuci.' and an image of a book titled 'ȘCOALA DE BANI REVISTA SCOLII'. The second course is 'CURS DE CREȘTERE A BANILOR (cum investim)' with the quote 'Banul ascuns în pământ - Nici crește, nici rodeste.' and an image of a book titled 'ȘCOALA DE BANI'. The third course is 'REVISTA SCOLII (scrieri alese)' with the quote 'Banii nu aduc învățătura, dar învățătura aduce banii.' and an image of a book titled 'ȘCOALA DE BANI'. At the bottom of the page, there is a footer with the text 'Proiect susținut de BCR' and a copyright notice '© 2010 Copyright xxx. Toate drepturile rezervate'. There are also links for 'Regulament', 'Termeni și condiții', 'Politica de confidențialitate', 'Sitemap', and 'Contact'. The browser's status bar at the bottom shows 'Done' and 'One paused download'.

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<http://www.ninespices.ro/preview/scoaladebani/prev/makeover9/cursuri.html>

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INSCRIE-TE LOGIN Nu ai cont?

Înveți și câștigi

ȘCOALA DE BANI

CURSURI APLICATII TESTE

CURS DE CONVERSATIE
INTRE BUZUNAR SI BANI
(cum cheltuim)

Banul nu are coada.
Dacă îl arunci nu ai de ce să-l mai apuci.

Cele mai citite

CURS DE CREȘTERE
A BANILOR
(cum investim)

Banul ascuns în pământ -
Nici crește, nici rodeste.

Cele mai citite

REVISTA
SCOLII
(scrieri alese)

Banii nu aduc învățătura,
dar învățătura aduce banii.

Cele mai citite

Proiect susținut de BCR

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Pre-qualification test page

The screenshot shows a web browser window with the address bar displaying <http://www.ninespices.ro/preview/scoaladebani/prev/makeover9/admitere-quizz.html>. The browser's toolbar includes links to Facebook, zoso.ro, and several instances of 'Scoala de ba...'. The page itself has a header with the text 'Înveți și câștigi' and a red pencil icon. Below this is the title 'ȘCOALA DE BANI' and four navigation buttons: 'CURSURI', 'APLICATII', 'TESTE', and 'INSCRIE-TE'. A 'LOGIN' button and a link 'Nu ai cont?' are also present. The main content area features a chalkboard graphic with the text '30 intrebari Admitere ȘCOALA DE BANI'. To the right of the chalkboard is a navigation bar with links 'Pagina 1', 'Pagina 2', 'Pagina 3', 'Pagina 4', 'Pagina 5', and 'Pagina 6'. The first question is: '1. Ce tranzactii se pot efectua prin [Alo 24 Banking BCR](#) si [Click 24 Banking BCR](#)? (mai multe variante de raspuns)'. The options are: ☒ Deschidere cont curent, ☐ Deschidere cont de economii, ☐ Operatiuni de schimb valutar, and ☐ Dezactivare conturi. At the bottom, there is a footer with the text 'Proiect sustinut de BCR' and a copyright notice '© 2010 Copyright xxx. Toate drepturile rezervate'. Links for 'Regulament', 'Termeni si conditii', 'Politica de confidentialitate', 'Sitemap', and 'Contact' are also provided. A 'Done' button is visible in the bottom left corner, and a 'One paused download' notification is in the bottom right corner.

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http://www.ninespices.ro/preview/scoaladebani/prev/makeover9/admitere-quizz.html

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INSCRIE-TE LOGIN Nu ai cont?

Înveți și câștigi

ȘCOALA DE BANI

CURSURI APLICATII TESTE

Pagina 1 Pagina 2 Pagina 3 Pagina 4 Pagina 5 Pagina 6

30 intrebari
Admitere
ȘCOALA DE BANI

1. Ce tranzactii se pot efectua prin [Alo 24 Banking BCR](#) si [Click 24 Banking BCR](#)? (mai multe variante de raspuns)

☒ Deschidere cont curent

☐ Deschidere cont de economii

☐ Operatiuni de schimb valutar

☐ Dezactivare conturi

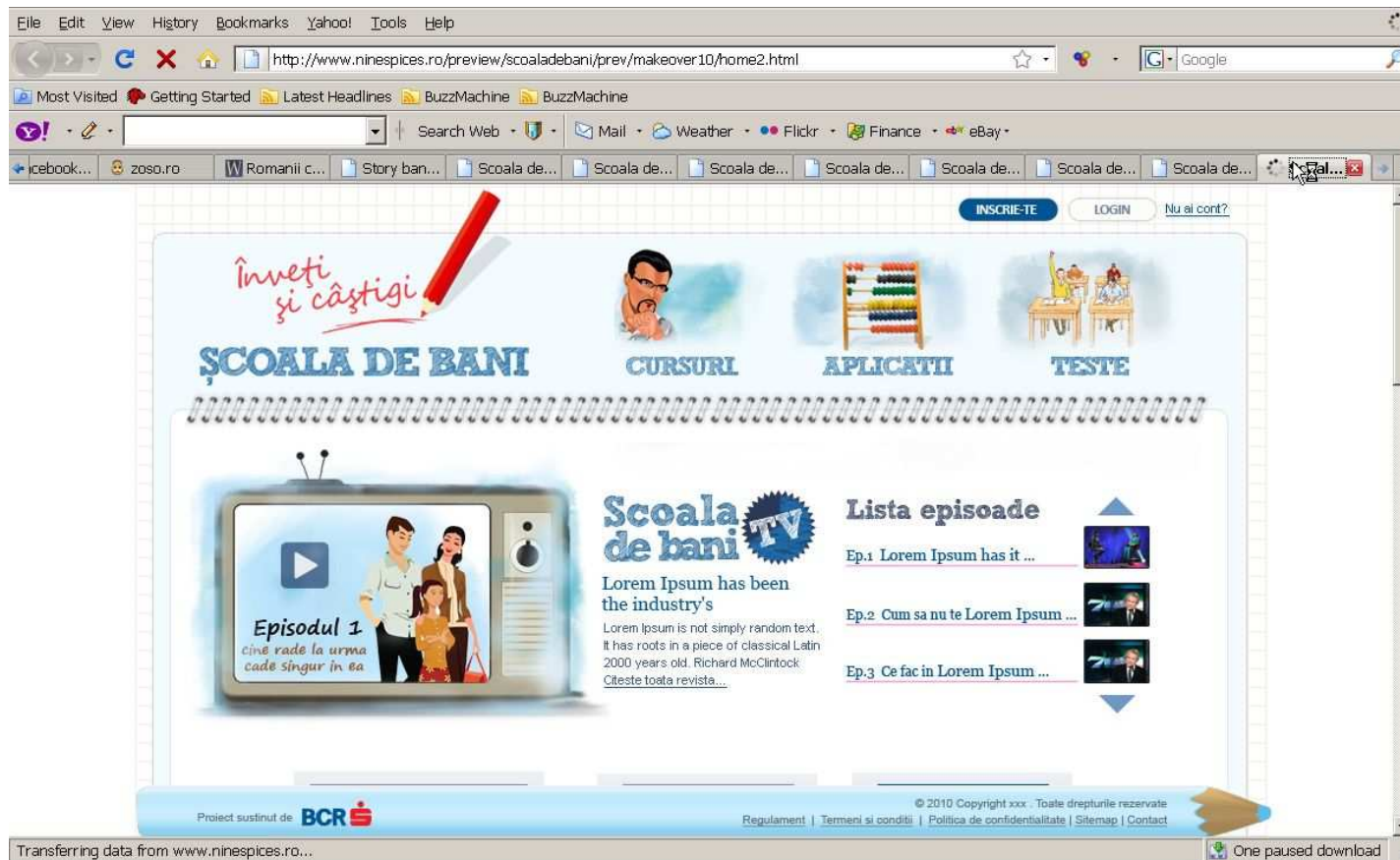
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Money School TV page



Team page

The screenshot shows a web browser window with the address bar displaying <http://www.ninespices.ro/preview/scoaladebani/prev/makeover10/pagina-profil-echipa.html>. The browser's menu bar includes File, Edit, View, History, Bookmarks, Yahoo!, Tools, and Help. The toolbar shows various icons for navigation and search. The page content is titled "ȘCOALA DE BANI" and features a red pencil graphic with the text "Înveți și câștigi". Below the title, there are four main sections: "CURSURI" (Courses), "APLICATII" (Applications), and "EXAMENE" (Exams). The "Echipa Ionescu" (Ionescu Team) section displays statistics: 110 number of supporters, 18 position in ranking, and 349 total points accumulated. A photo of the team is shown. The "Profil" (Profile) section includes a "Jurnal Echipa Ionescu" (Ionescu Team Journal) with a motivational quote: "Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old." Below the quote are links to the team's WordPress blog and a Flickr page. The footer of the page mentions "Proiect sustinut de BCR" and includes copyright information for 2010.

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<http://www.ninespices.ro/preview/scoaladebani/prev/makeover10/pagina-profil-echipa.html>

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INSCRIE-TE LOGIN Nu ai cont?

Înveți și câștigi

ȘCOALA DE BANI

CURSURI APLICATII EXAMENE

Echipa Ionescu

numar sustinatori	pozitia in clasament	total puncte acumulate
110	18	349

Profil Jurnal Echipa Ionescu

Motivatia intrarii in concurs:

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old.

<http://www.ionescu.wordpress.com>
<http://www.ionescu.ro/>

flickr

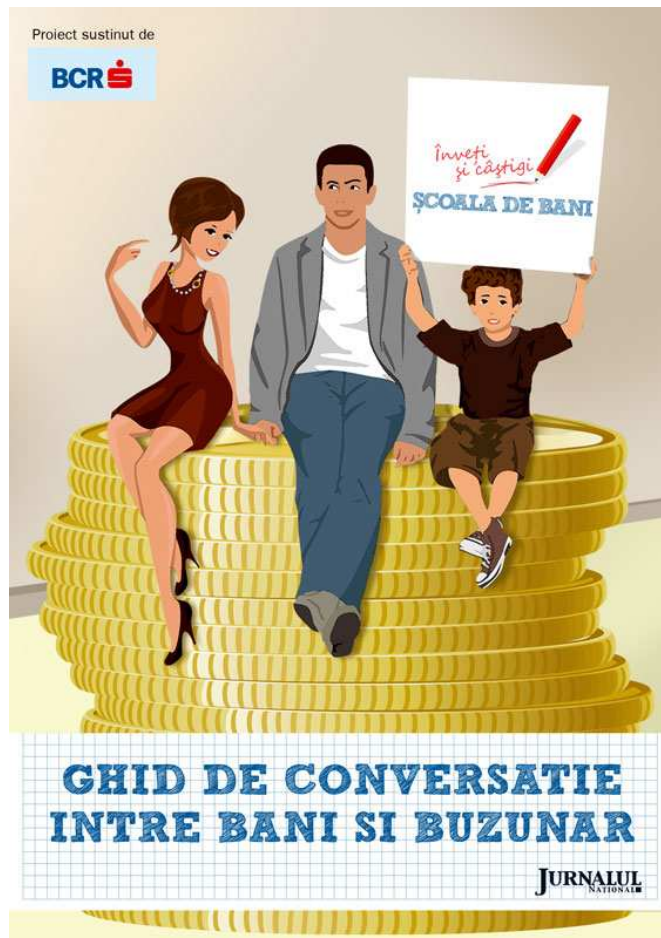
Ultimele comentarii

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Expenses Guide (cover)



Title:

“How to make a conversation between money and pocket”

Investment guide (cover)



Title:

"How to raise your money"

Split Screen



Elements of the PR campaign

1. Blogger relations
2. Media relations

Blogger relations campaign

- We selected 5 high profile bloggers (5 men and 1 lady) to raise , together with their readers, a special currency – “The **Para-Lion**” (the **Para-Lion** is the money(RON) that sticks to your pocket and helps you more than the “soft lion”, the money that goes away from your pocket with no specific purpose)
- The 5 bloggers will be “School Inspectors” (they will take part in the jury, they will post articles in our web site)
- The winning blogger will “buy” a very much desired object in Bucharest with his collected “**Para-Lions**” and we will mark this by an outdoor signage posting that “*this object was bought by blogger X because he came to the Money School*”

Media relations campaign

- Launch of the program by a press conference
- Follow up articles / what's new at the Money School
- End of the program by a press conference

We need a press conference

Why:

- To create awareness about the project, an innovative product for the financial market
- To generate coverage in newspapers, magazines, blogs and on TV and radio news in the same time while controlling the message in order to inform the final consumer
- To build excitement and anticipation about the event

Scenario – October 15, 11.00-13.00

Where:

- In a classroom (in order to transmit a coherent and similar messages related to the Money School project)



Participants:

BCR

- BCR CEO (Dominic Bruynseels)
- The class master-Alexandru Print
- Managers of the: retail division, cards division, online banking division, life insurance division, marketing & PR department

Mass-media

- 25-50 journalists of the most important publications (written/online/TV) from different segments: consumer, business, glossy; bloggers

Key messages to be covered by the press conference

- Why this program
 - Facts and figures about the financial behavior of the Romanian population
 - Facts and figures about the financial literacy
- BCR acts like a leader and supports an innovative and complex project - Money School which means
 - Real time interactive education on key personal finance and investments topics
 - A hot contest
 - 2 guides and a personal Class master
 - A web site that will become the first financial community for real people

The press release

The press release

- We need to have a complete content/ specific information for every type of publications: business, consumer and glossy magazines. “Money School” solve two major problems that people confront with:
 - For business media: Romanians don’t understand the financial language (using statistics to demonstrate, for ex., that Romanians don’t know what DAE is)
 - For consumer/ glossy media: Romanians need to legitimate their aspirations (learn the intermediary steps in order to have concrete projections related to the future)
 - Using the conclusions of “Needs and aspirations” research
 - Using the results of “Financial CrisisMeter Waves”

2. Follow up PR tactics

Press releases/news alerts:

- How many people were enrolled in the contest, how many visitors entered on the website in different phases, what themes were read more often
- Dedicated interview with a BCR analyst / Money School Head Master on www.hotnews.ro
- Q&A section on women websites (www.kudika.ro, www.feminis.ro)
 - the readers are invited to ask the Money School Head master what they want to know about financial services
 - answers and advices will be posted on the website on a date that will be communicate on the website

Financiarul

- Money Psychology column
- Investments column/ Finance column-how to use efficiently a credit card

Saptamana Financiara

- Investment instruments and their yields

3. Ending the program

- Organizing a press conference to announce the winners by respecting a school award scenario
- The winners will receive the title of “Family of the Year”
- We will use the same location
- The winners will become ambassadors of the program