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SPAVE

FINANCIAL APP REBRAND

SPAVE

Financial App Rebrand

An all-in-one financial app that focuses on giving, Spave lets users tap into everyday purchases to increase their savings, give to causes that matter to them, and have control and confidence in their finances. As Spave worked toward launch, it partnered with Fusion Hill for consumer and partner insights as well as strategic guidance to craft the path forward.

we sought to understand:

- The app's most compelling differentiators, and what brand and creative strategy could best communicate these
- Reactions to specific Spave concepts and features

outcome:

Through research with consumers and nonprofit partners, we uncovered perceptions of the Spave concept and potential key features. We used these insights to inform a new brand strategy, which included key shifts in positioning, tone and visual identity.



SPACE: QUALITATIVE RESEARCH

CONSIDER KEY CRITERIA TO DETERMINE WHERE TO GIVE

Participants **hear about organizations and people in need in a variety of ways** and consider a **key set of criteria** to determine where to ultimately donate money. Many feel somewhat overwhelmed with the large number of causes and organizations seeking donations.

- Some do more “vetting” of organizations than others—doing in-depth research on values and structure, as well as how donations are used

COMMON SOURCES FOR INFORMATION

- Word of mouth from friends, family, community
- Social media
- Organization websites and outreach
- Religious organizations

KEY FACTORS IN DECIDING WHERE TO GIVE

Aligned with interests, values, and causes	Personal connection to organization	Easy process
Impact of donation	Transparency on how funds are used	Aligned with current event or crisis
Tax deductible	Individual, local, national, or international	Small vs. large



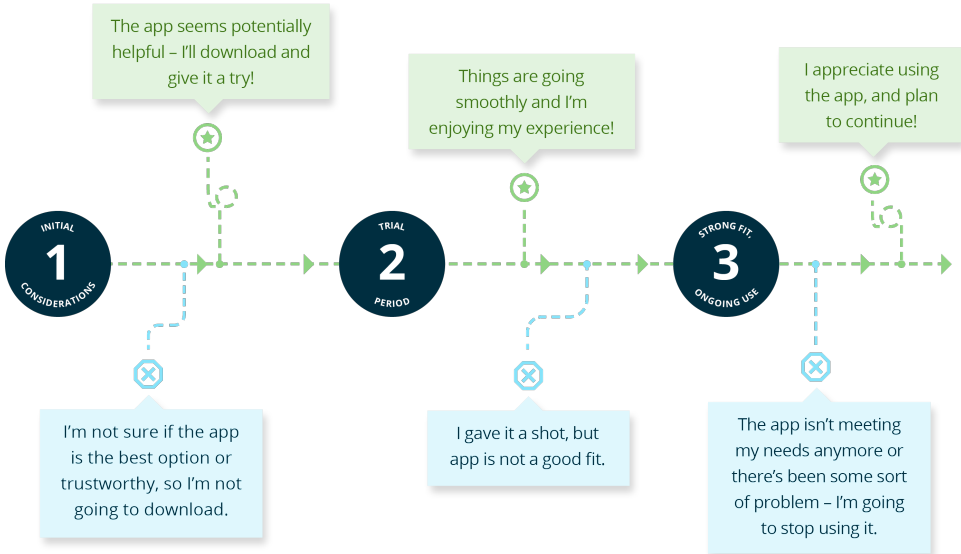
“There are so many places to give to that it can be a little bit overwhelming ... It feels like a spiral, and you feel helpless because there are so many [places you want to help] but financially cannot.”

— EMILY

PROSPECTIVE END USER

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methodology:

Across two research waves, Fusion Hill conducted a total of 48 video interviews and three focus groups with prospective Spave users and nonprofit partners. We gathered foundational insights on financial mindsets and tools used currently, in addition to feedback on Spave concepts.

SPACE: STRATEGIC PLANNING

MESSAGING REVISION RECOMMENDATIONS



Bridging the focuses on giving and all-in-one finances

While the business strategy moves toward all-in-one capabilities, it will be more agile depending on audience. For audiences targeted via broader marketing campaigns, the giving aspect should be the hook.



Redefining what an all-in-one app can be

With the saturated market, differentiating an all-in-one app will be key. Highlighting Spave's outstanding giving capabilities will be key. The app should be able to reframe what an all-in-one app can be—more than just spending, saving, and giving. It should be a financial wholeness tool.



Focusing on the most relevant and differentiating benefits

Habit education, increased confidence, and well-balanced financial planning are the benefits that financial apps already claim. Leading with differentiating benefits that show what is possible with their money and making giving easy for the user will be key. The society-level impact of rethinking financial wellness—will help drive adoption.

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SPACE VALUE PROPOSITION—REVISED

Spave®, the first ever financial wholeness tool, is an all-in-one financial app that not only save as they spend, but also give, effortlessly. The app's comprehensive features that support and motivate users to reimagine their financial future, create a healthy financial philosophy. With Spave, users are empowered to go beyond what they thought was possible and become financially whole.

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SPACE B2B COMMUNICATIONS PLAN

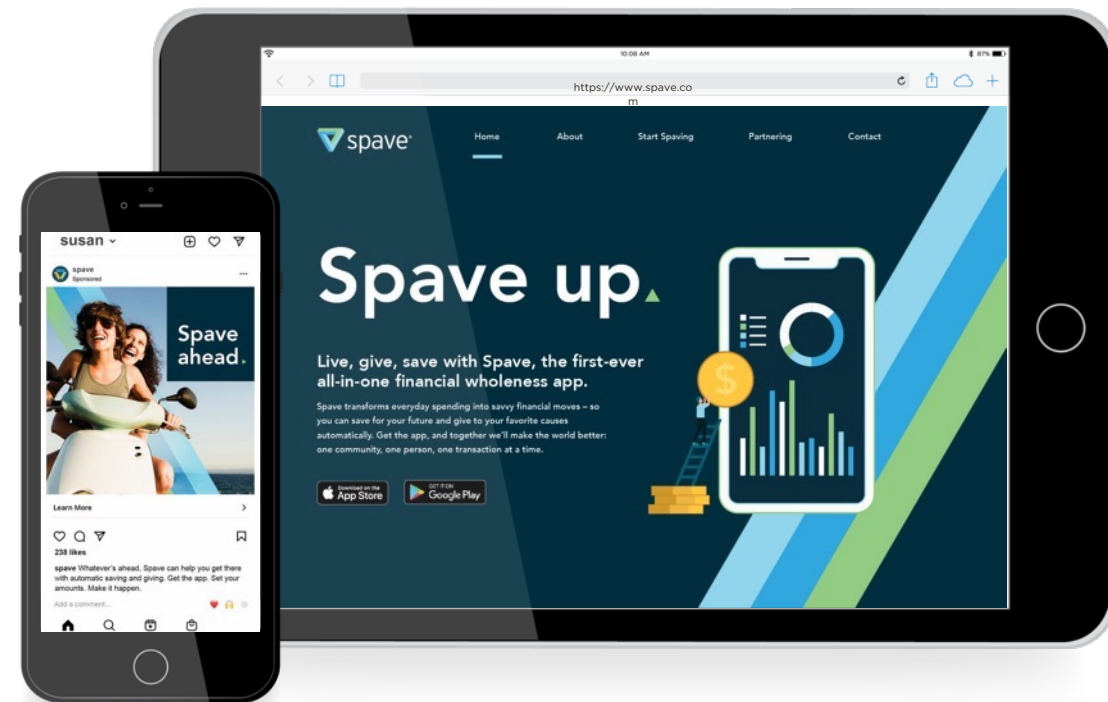
	August	September	October	November	December	January	February	March	April	May	June	July
KEY MESSAGE	"Spave can help your organization raise funds."	"Spave is an innovative tool with holistic features designed for tech-savvy users. Enhance your offerings/donations on streams by partnering with us."	"Soon, we're getting a new look!"	"Check out our new look!"	"Let's continue the positive impact beyond end-of-year."	"Planning big things in 2022? Start or strengthen your partnership with Spave. It's a win-win for you and for your community."	"Show your members/donors that you have their best interests at heart. Partner with the app that helps them do well with their money."	"Attract and retain more donors/member s with Spave – a seamless tool for financial wholeness and giving."	"Spave makes saving and giving more accessible with micro-transactions and coaching."	"The more engagement with your community, the better. Use Spave as a way to continuously connect."	"Your organization needs more money to keep doing your important work. Spave is a great way to grow donations/revenue."	"Together, we'll empower a new generation to live, give and save with purpose."
TACTICS	PAID SOCIAL (LINKEDIN) / CREDIT UNION LEAGUE	PAID SOCIAL (LINKEDIN) / FINOVATE	PAID SOCIAL (LINKEDIN)	LINKEDIN POSTS / PR / EMAIL BLAST / NACUSO / VENTURETECH / SPACE KIT	LINKEDIN POSTS / EMAIL BLAST / SPACE KIT	LINKEDIN POSTS / EMAIL BLAST / SPACE KIT	LINKEDIN POSTS / EMAIL BLAST / GAC	LINKEDIN POSTS / EMAIL BLAST	LINKEDIN POSTS / EMAIL BLAST	LINKEDIN POSTS / EMAIL BLAST	LINKEDIN POSTS / EMAIL BLAST / LEAD GEN MAILER	LINKEDIN POSTS / EMAIL BLAST
CTAS: NON-PROFITS	• Partner with us • Connect with Spave on LinkedIn	• Partner with us • Connect with Spave on LinkedIn	• Partner with us • Connect with Spave on LinkedIn	• Partner with us • Download the Spave Kit	• Download the Spave Kit • Tell your members / donors and community members about Spave	• Partner with us • Download the Spave Kit	• Tell your donors and community members about Spave	• Tell your members / donors and community members about Spave • Find and engage with new audiences via Spave	• Tell your donors and community members about Spave	• Partner with us	• Partner with us • Find and engage with new audiences via Spave	• Tell your donors and community members about Spave • Tell other non-profits / credit unions about Spave
CTAS: CREDIT UNIONS + OTHERS	• Visit us this month at Credit Union League • Visit us at Finovate next month	• Visit us at Finovate this month • Connect with Spave on LinkedIn	• Visit us at NACUSO and VentureTech next month • Connect with Spave on LinkedIn	• Visit us at NACUSO and VentureTech this month		• Visit us at GAC next month	• Visit us at GAC this month					
KPIs	Primary: • Number of non-profits added as Spave Faves • Referrals, number of mentions/reposts • Partnerships with financial institutions • Canva usage • Attendance at Town Halls?						Secondary: • App downloads • Likes, shares • Active users • Amount spaved					

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methodology:

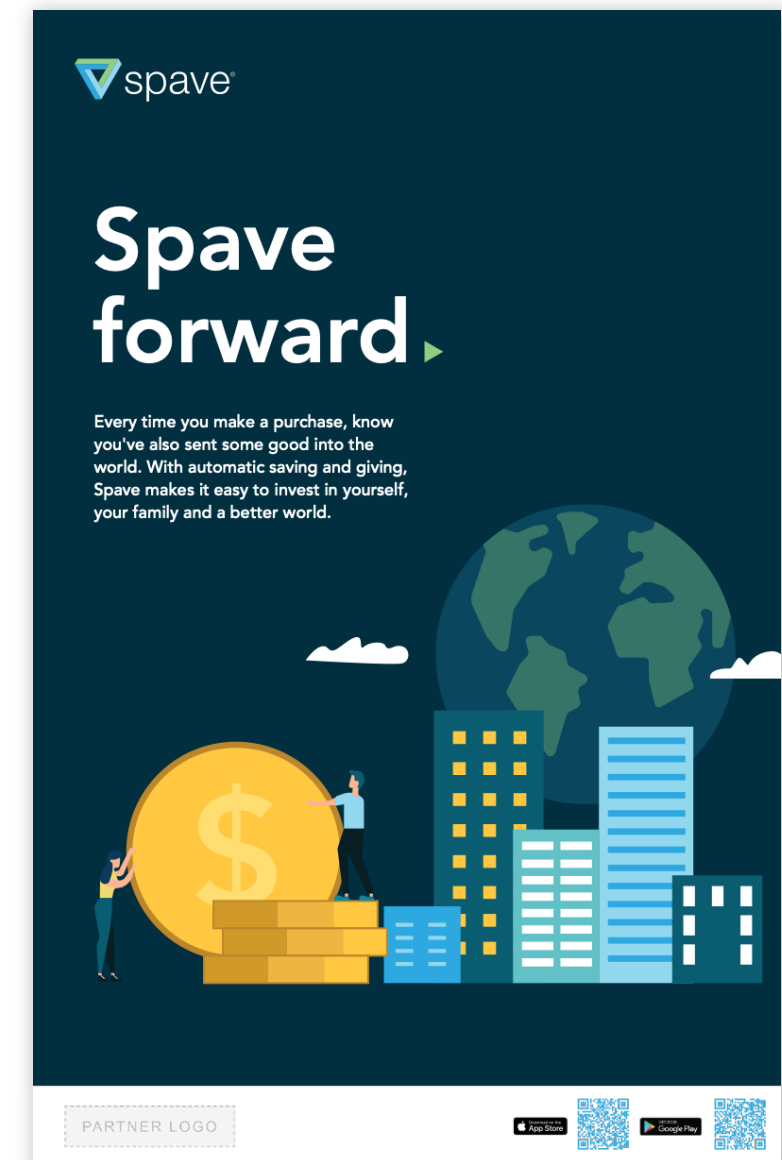
Based on research insights, Fusion Hill refined Spave's existing value proposition and key messages to better address its key differentiators. Fusion Hill then crafted B2B and B2C communications plans and social media recommendations to map out key messages and tactics to drive awareness and adoption.

SPACE: CREATIVE CONCEPTING - SPACE FORWARD

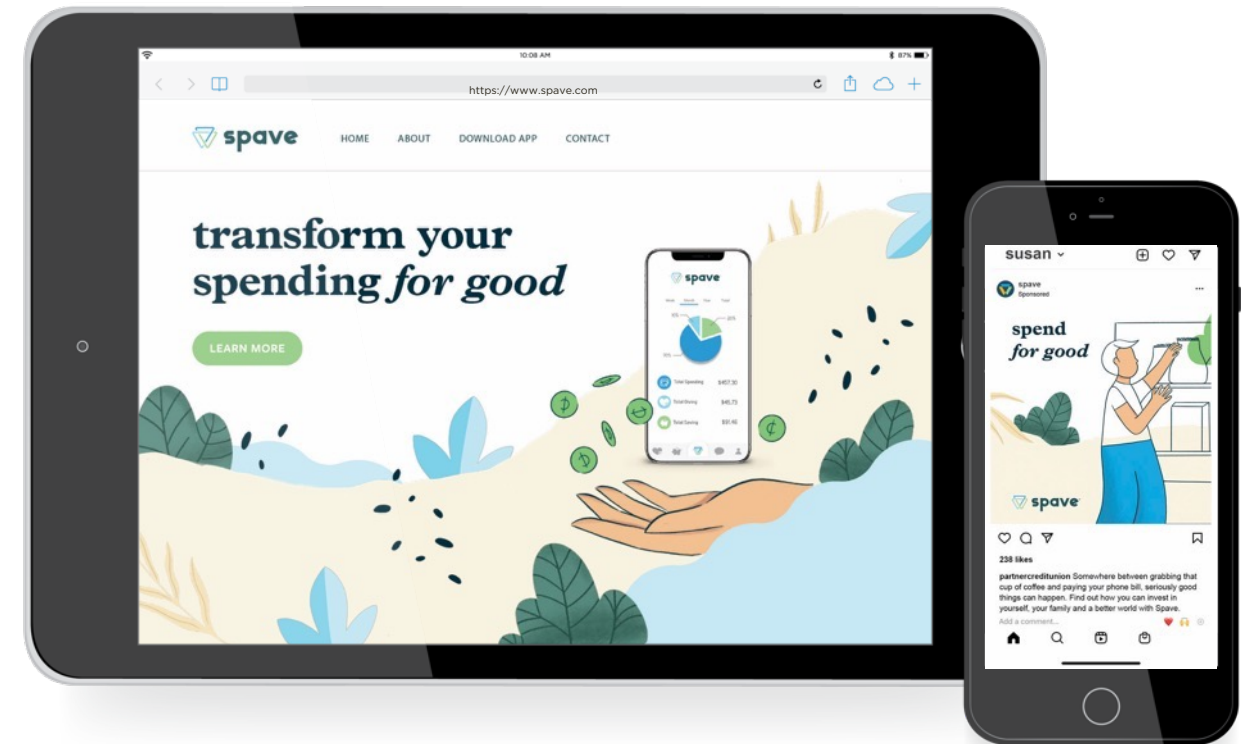
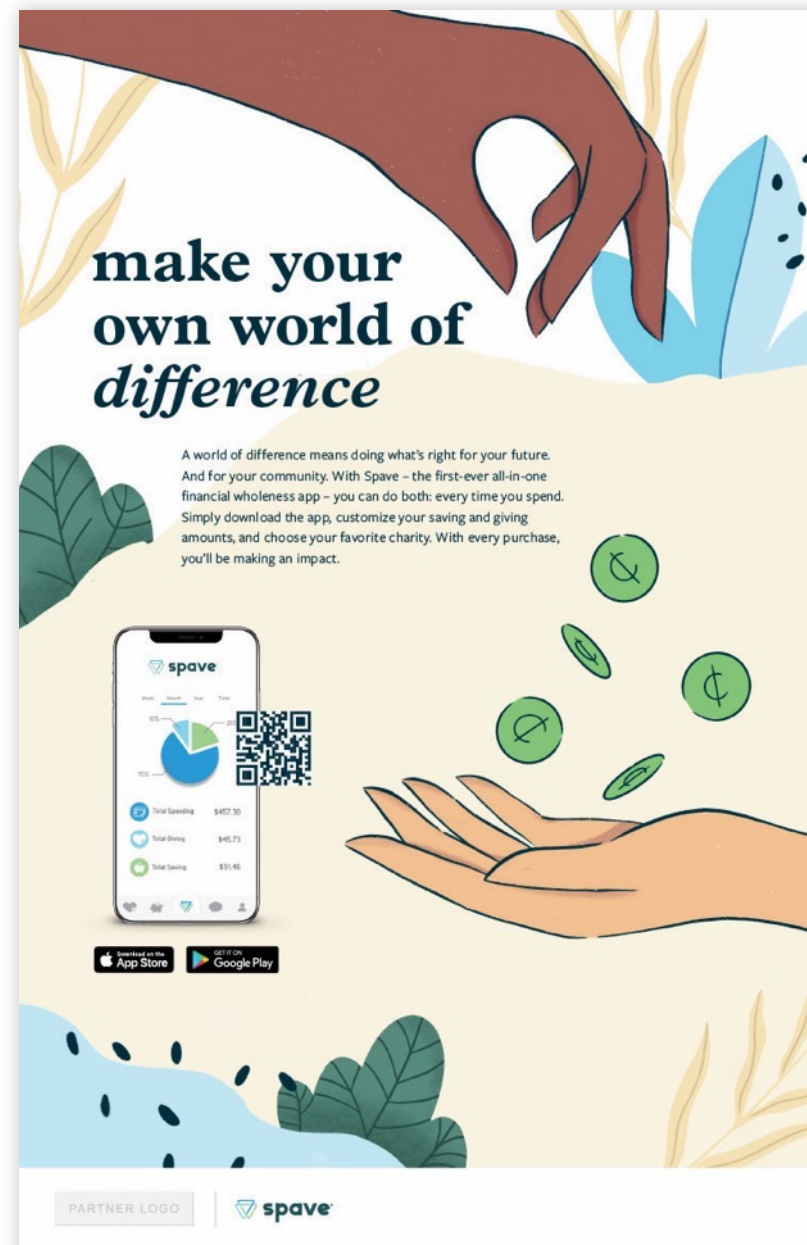


approach:

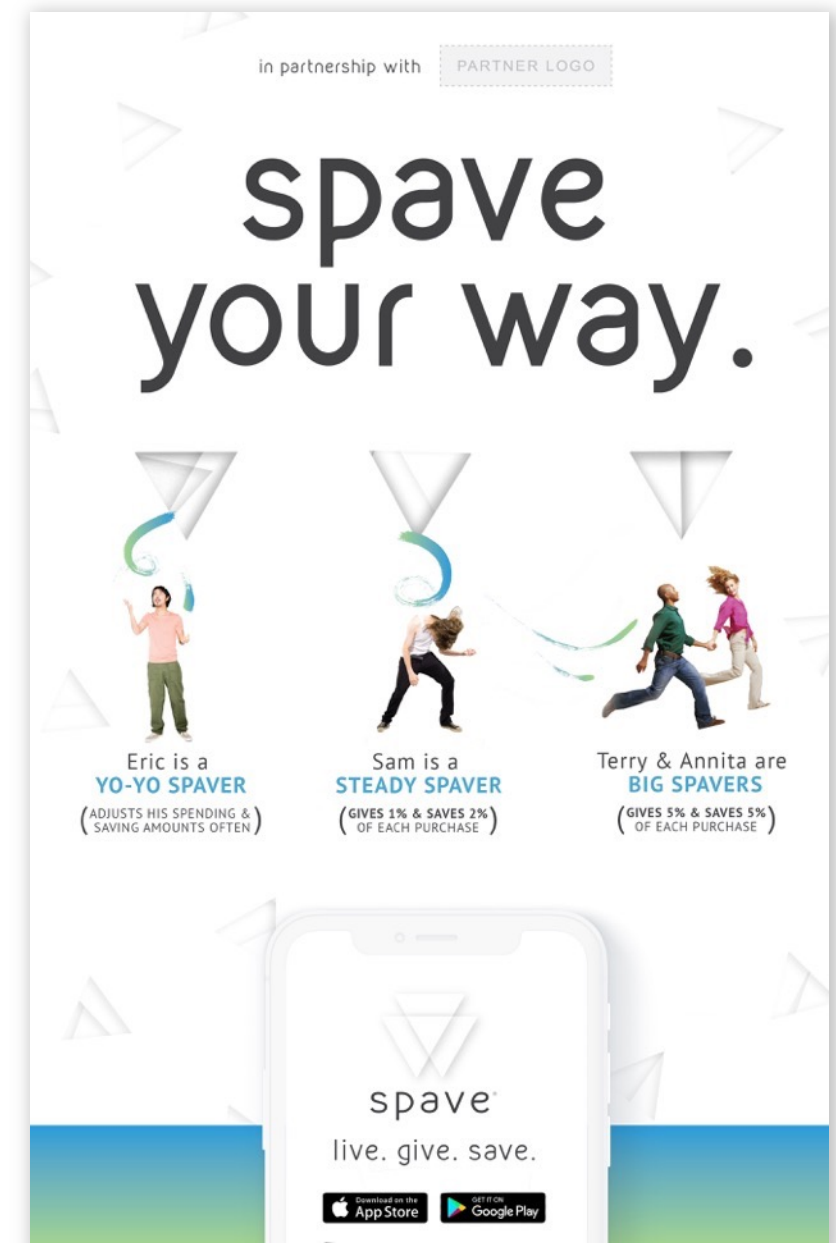
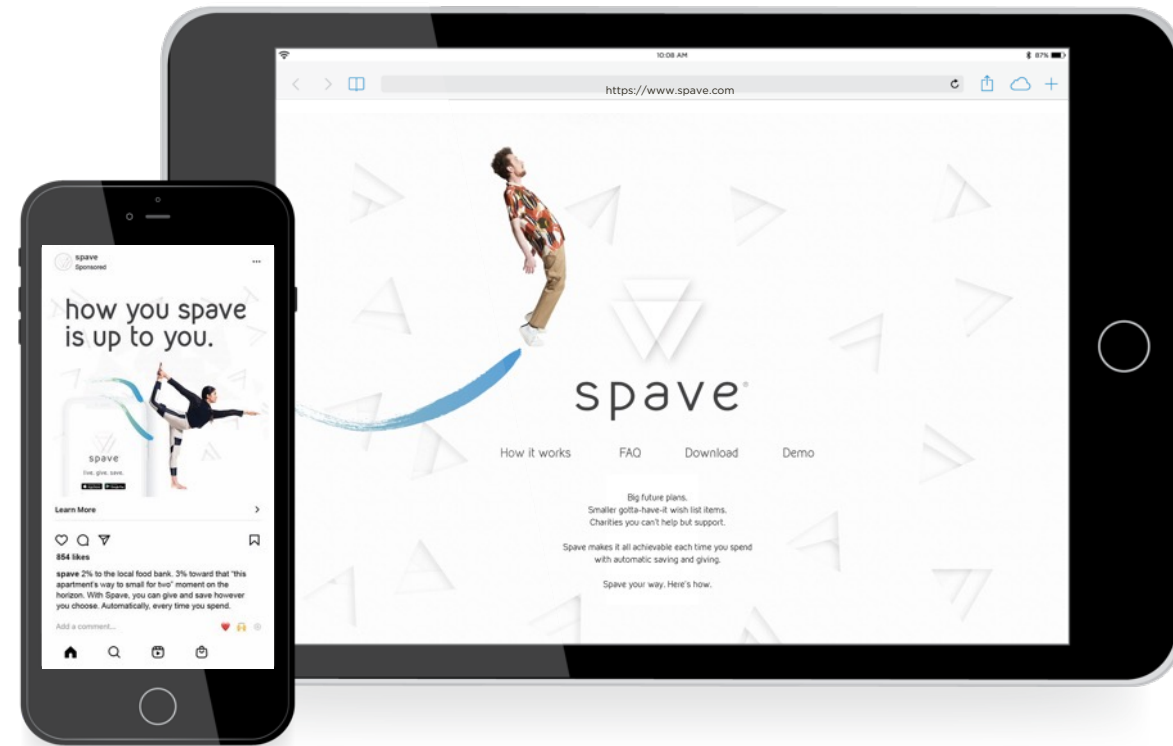
With insights gathered during the research phase, our creative team presented four concepts for marketing materials. We explored a variety of visual styles and messages to give each a unique approach to introducing the concept of spaving and attracting potential Spave users.



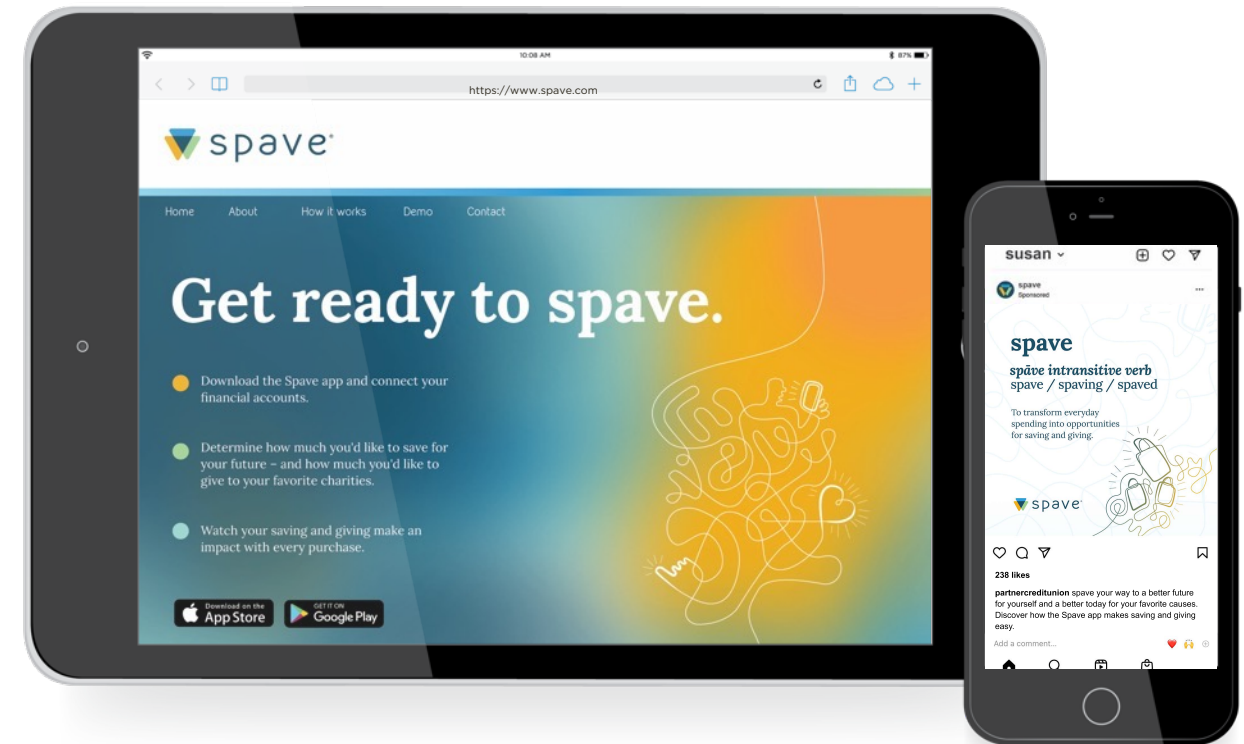
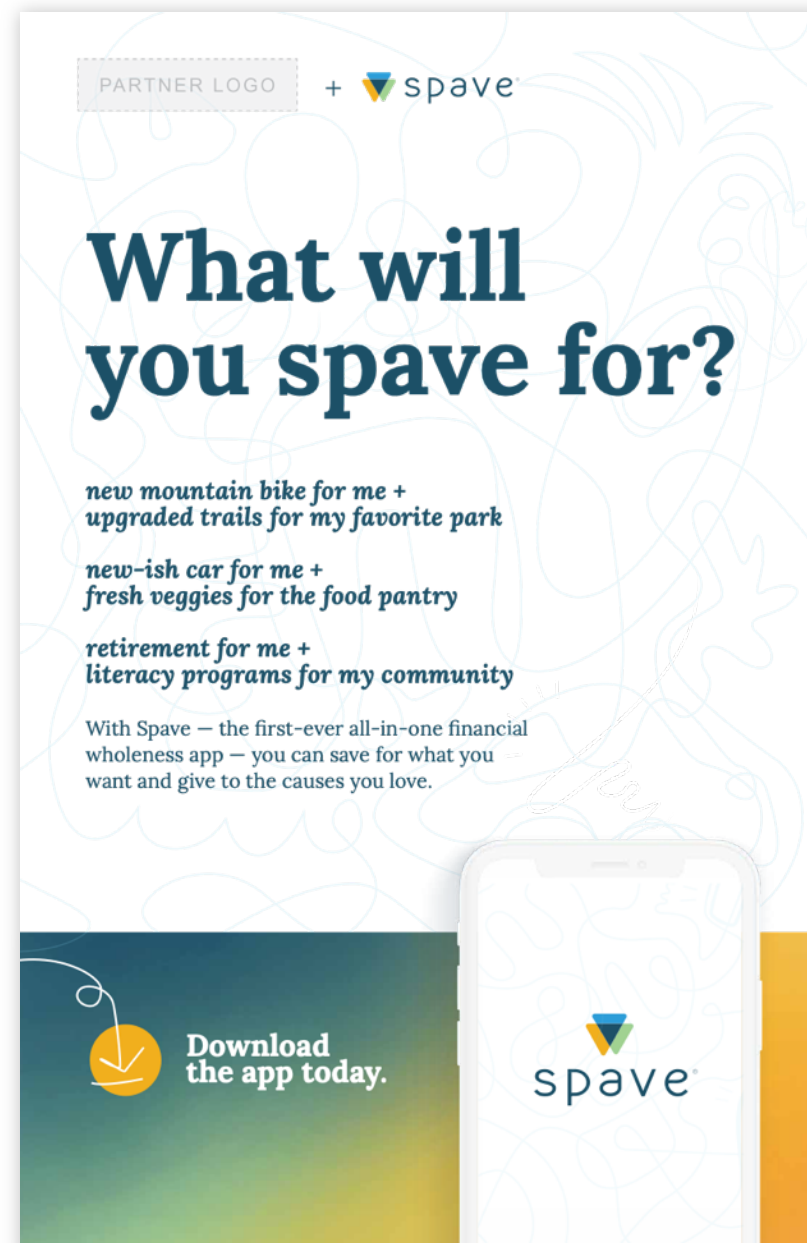
SPAVE: CREATIVE CONCEPTING – TRANSFORM SPENDING FOR GOOD



SPAVE: CREATIVE CONCEPTING - SPAVE YOUR WAY



SPACE: CREATIVE CONCEPTING - WHAT WILL YOU SPACE FOR?



SPACE: LOGO DEVELOPMENT



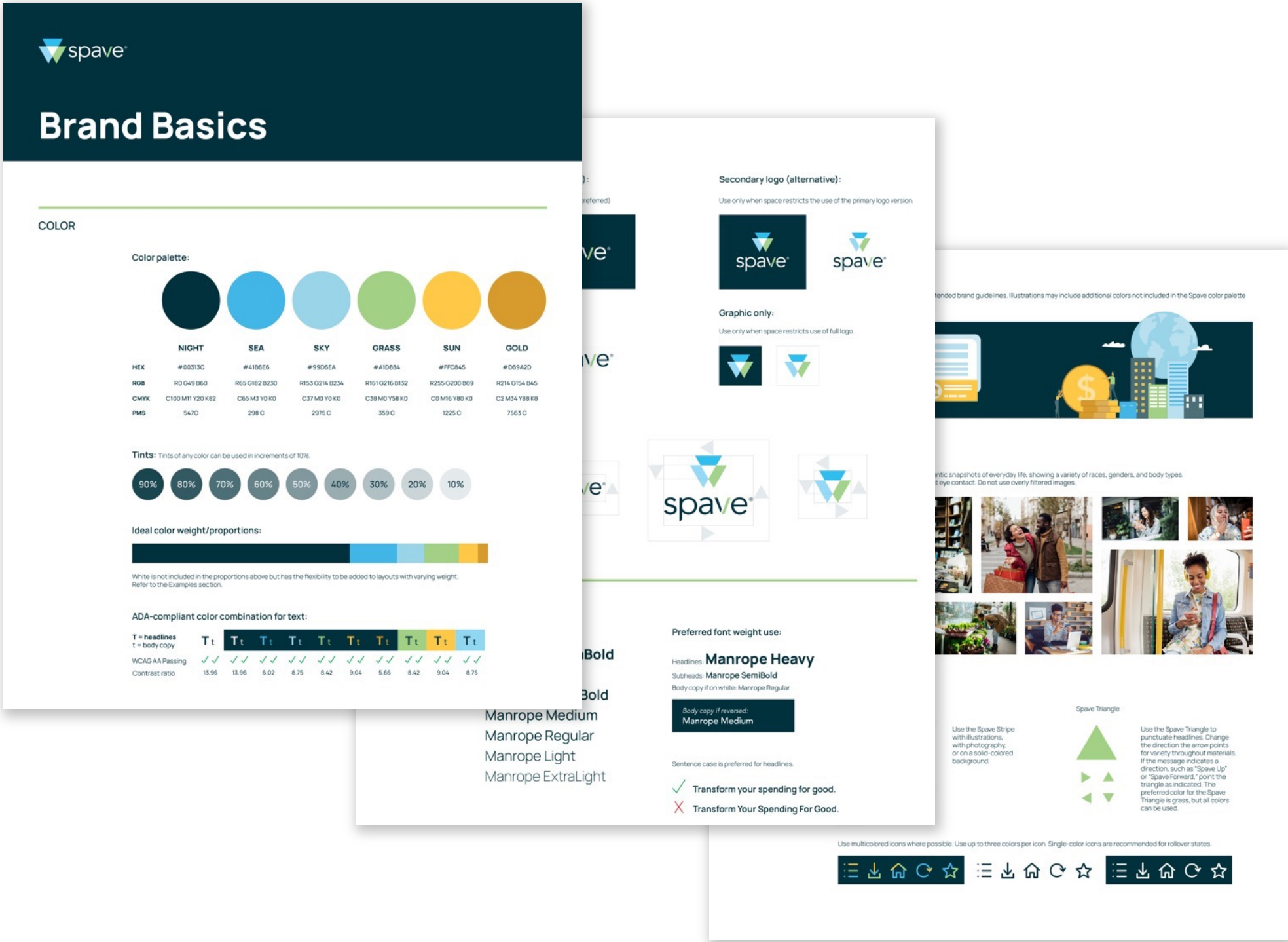
approach:

As part of the concepting process, Fusion Hill explored a series of reimagined logos for Spave ranging from expressive type to clean and simple. We then took those explorations and recontextualized Spave's triangles and layered them creating an emblematic ecosystem representing spending, giving and saving.

SPAVE: MARKETING KIT - BRAND BASICS

approach:

Once a creative concept was chosen, we quickly created marketing guidelines for the Spave team. We then moved into development of a series of marketing materials including a toolkit that Spave Faves (nonprofit partners and financial institutions) could use to introduce Spave to their audiences.



SPAVE: MARKETING KIT - INFOGRAPHIC BIFOLD & POSTCARD

How it works ▾

1 Download the app.



2 Create your profile and securely link your financial account.



3 Choose [charity name] as your charity.
Not sure which to choose? We'll make a suggestion.



4 Set your giving goals.
That's how much you'll donate to a charity each time you spend.

Round up \$26.43 to \$27.
Round up or add a percentage onto each purchase.



5 Set your saving goals.
You can set up one account or save for multiple reasons.
Change your saving or giving rate at any time.

2% Give 1% Save
2% Give 1% Save
2% Give 1% Save



6 Each time you make a purchase, Spave automatically puts money into your savings account and sends a tax-deductible donation to your charity.*

*minus transaction fees

Spend \$50 on clothes.

+ \$2.50 (5%) goes into your savings account
+ \$1.00 (2%) is donated to your charity*
= \$53.50 gets deducted from your account





Download the app today.
Questions? Visit www.spave.us.

Spave with joy ▾

Get Spave, the first-ever all-in-one financial wholeness app, and transform your spending for good.


Look inside to see how Spave works, step-by-step.



spave +

DELETE AFTER PLACING LOGO HERE

We're partnering with Spave to make donating easy.




spave +

DELETE AFTER PLACING LOGO HERE

We're partnering with Spave to make donating easy.

Every time you make a purchase, you're sending good into the world. With automatic saving and giving, Spave makes it easy to invest in yourself, your family, and a better world. Simply get the app. Link your [financial account]. Pick [your favorite charity]. And choose how much you'd like to give and save. It takes just minutes to set up, but you'll make an impact for years to come.



Transform your spending for good.
Download the Spave app today.

Return address
Address line 1
Address line 2
City, State Zip code

<FIRST> <LAST>
<ADDRESS LINE 1>
<ADDRESS LINE 2>
<CITY, STATE ZIP CODE>

Spave for a better tomorrow ▸



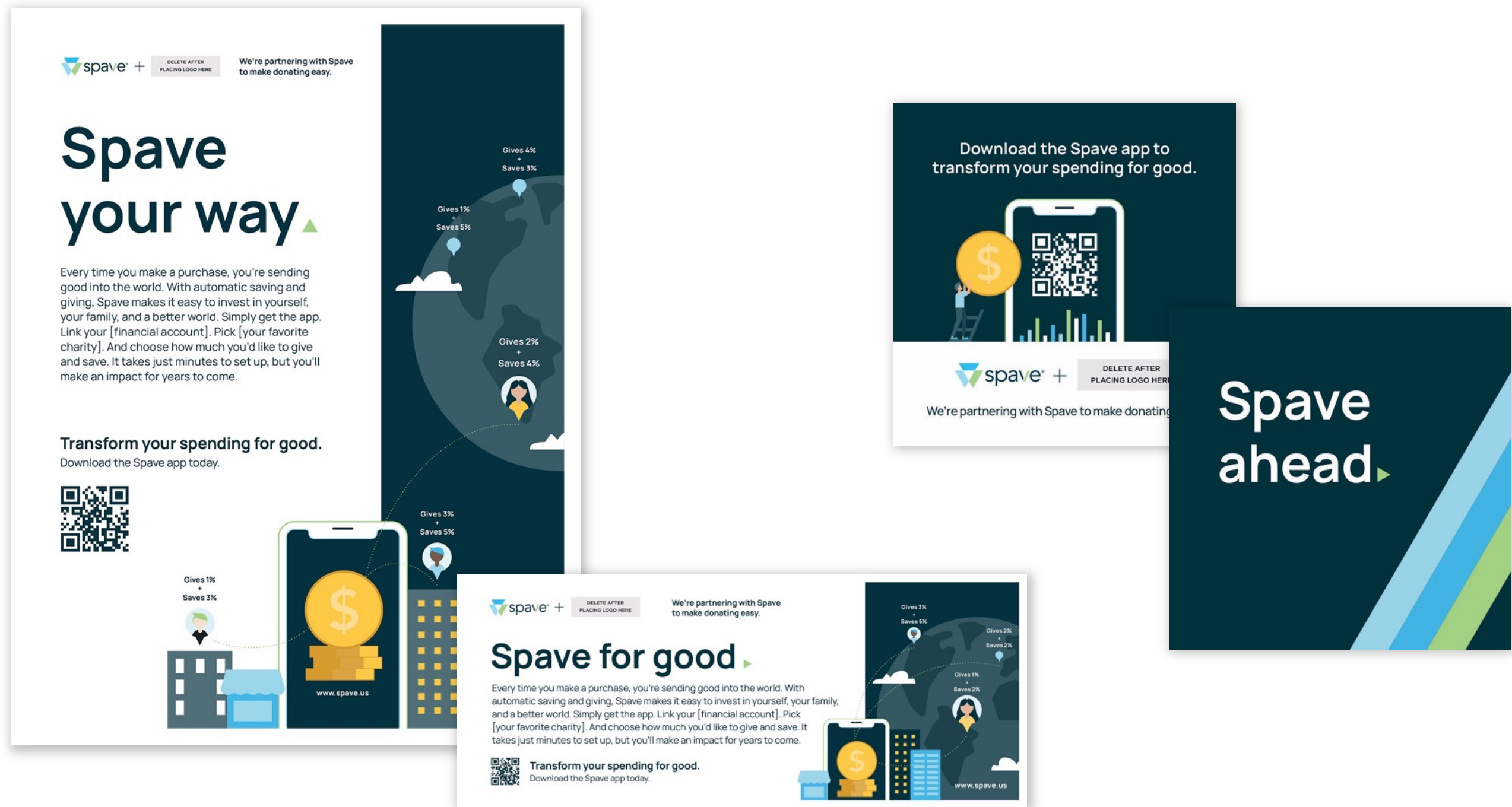
Gives 3% + Saves 5%

Gives 2% + Saves 2%

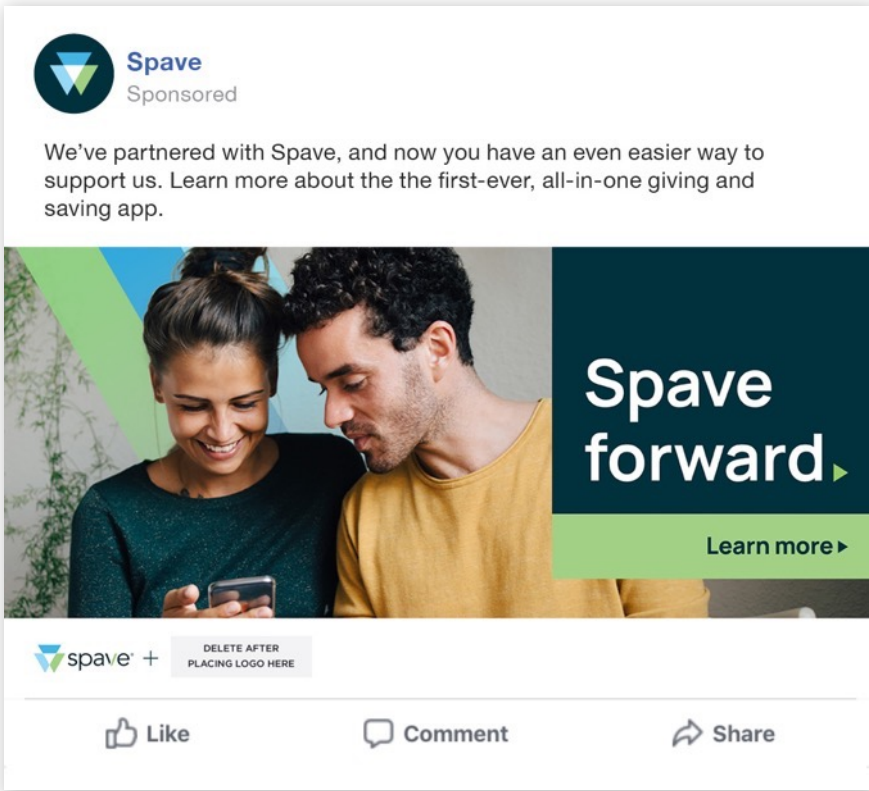
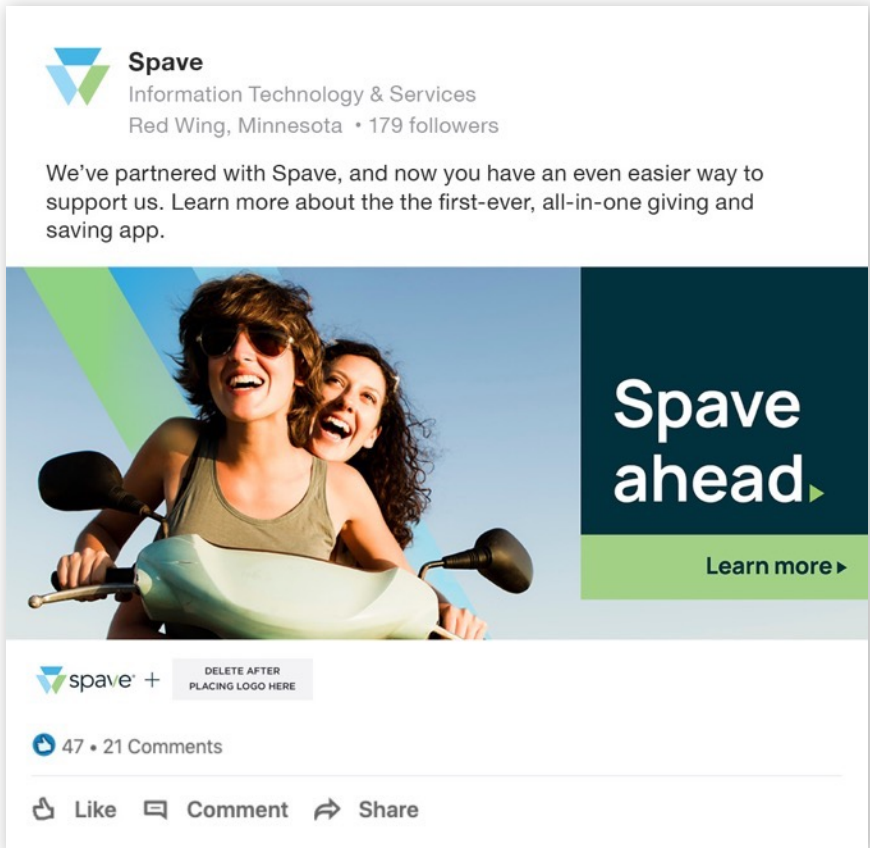
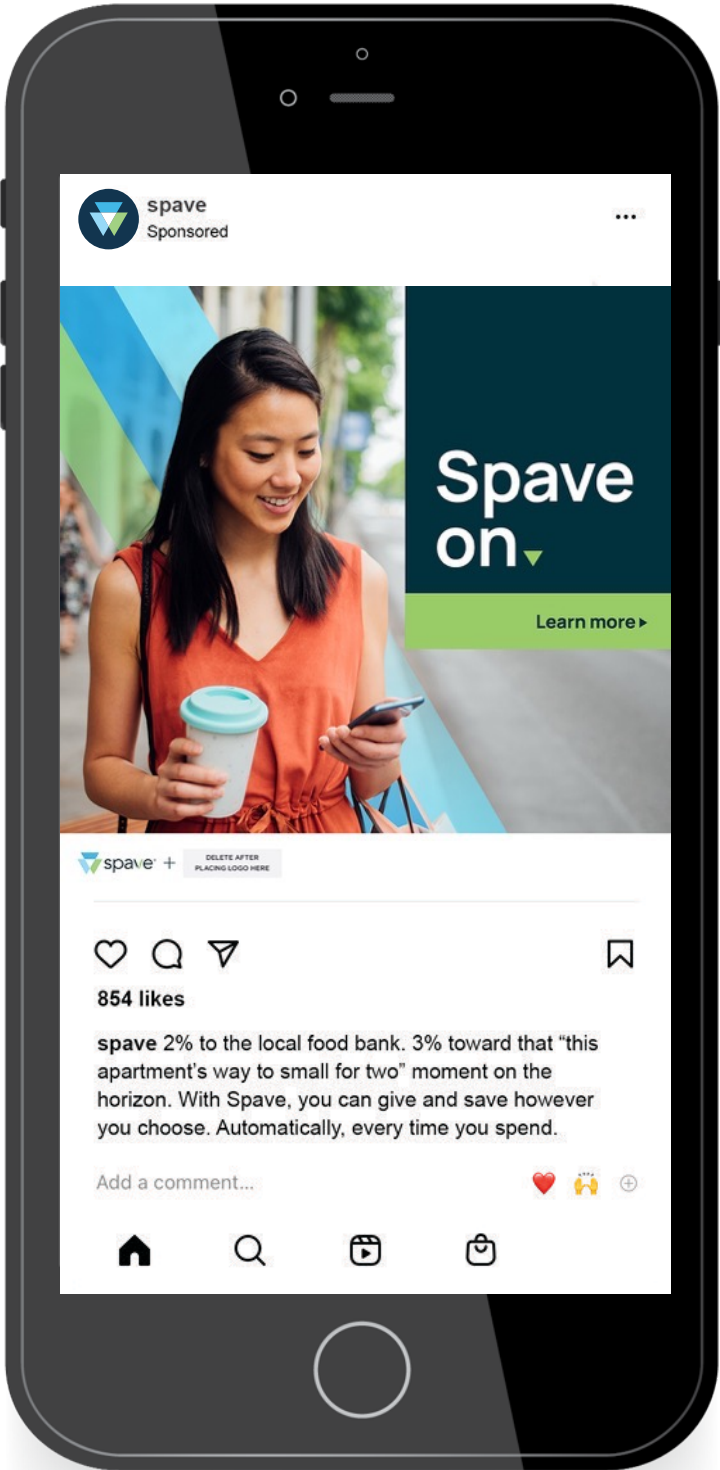
Gives 2% + Saves 4%

www.spave.us

SPAVE: MARKETING KIT – POSTER, LETTER INSERT, TAKEAWAY



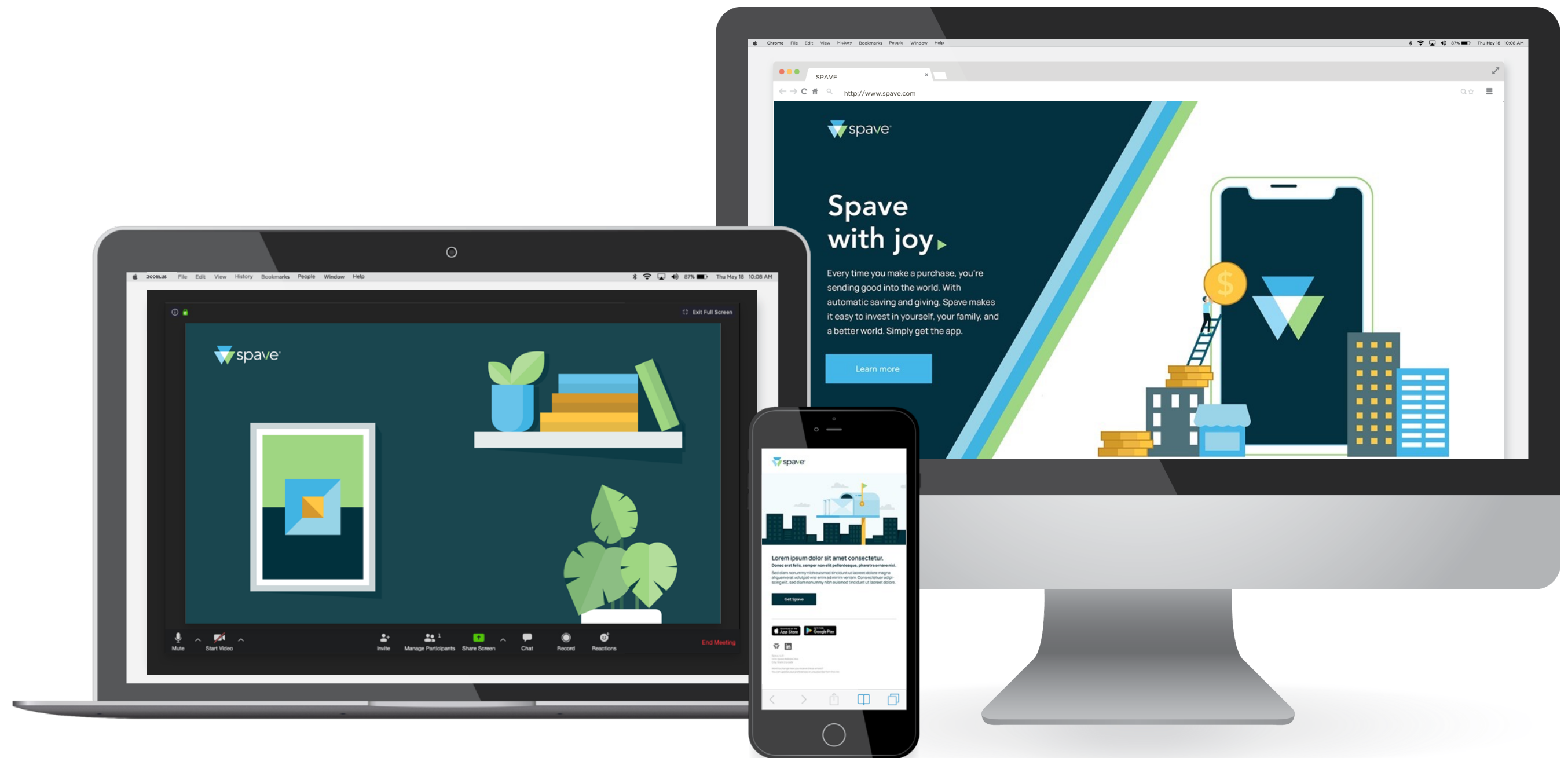
SPAVE: MARKETING KIT - SOCIAL POSTS



SPAVE: MARKETING KIT - DIGITAL & TESTIMONIAL ADS



SPACE: ZOOM BACKGROUND, EMAIL TEMPLATE & LANDING PAGE



SPACE: EVENT MATERIALS - T-SHIRT



SPACE: EVENT MATERIALS - PHONE GRIP & CANVAS BAG



SPACE: EVENT MATERIALS - BUSINESS CARDS

