



Western Union Telemundo Prepaid Card Case Study

Prepared and executed
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Based on experience while working outside +IU Brand

Western Union Prepaid Cards| Telemundo Partnership Case Study

Setting package to meet consumer lifestyle

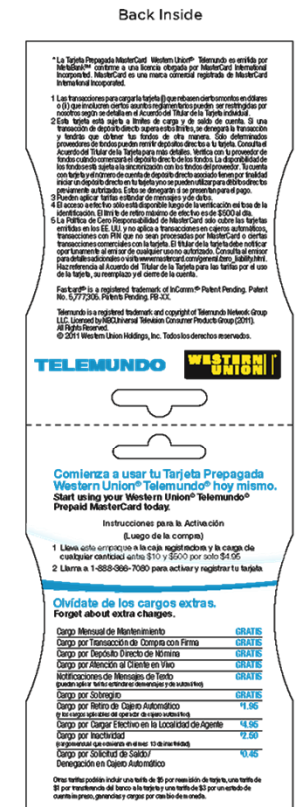
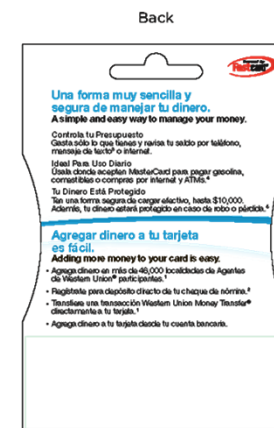
Western Union launched a partnership Prepaid Debit Card with Telemundo and Mundos television networks to capture a key lifestyle opportunity reaching the core consumer/user of Prepaid Cards in the US.

Challenge Create and market a special designed card and packaging that would attract sales at the point of purchase for Western Union and Telemundo branded Prepaid Cards.

Solution Utilizing branded design approach of partnership and meeting strict legal guidelines for the industry, Western Union was able to go to market with a product and packaging that stood out from the many competitors on shelf. Package design was developed to sell differentiated elements of the WU partner card over competitors right on the shelf. Design was maximized with change in shape and layout to provide more visibility of product on-shelf.

- Utilized Telemundo and Mundos property designs
- Highlighted benefits
- Provided easy understanding of all T&C's outside package

Results Strong launch period of new product with above goal awareness and purchase among key consumer targets



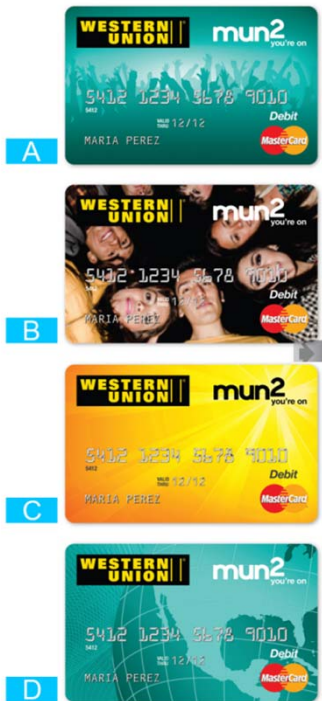
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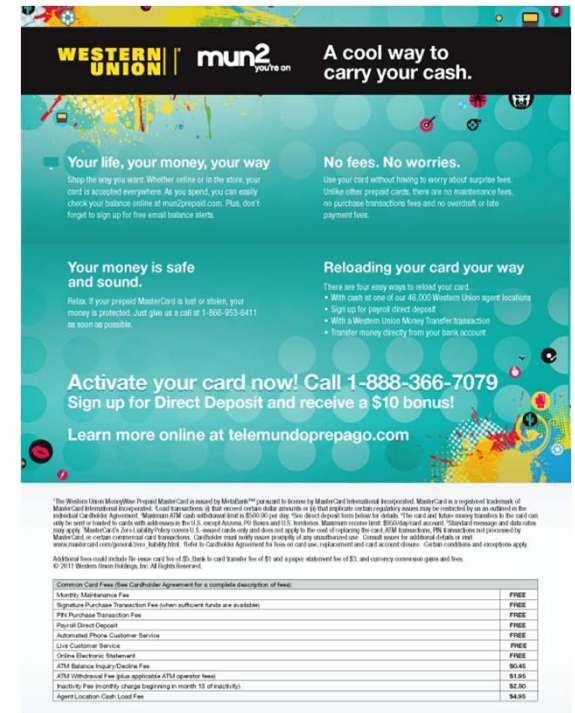
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Extended Communication Examples of Mundos Card design research and CRM materials

Card Design research study against conducted against 4 different layouts



FRONT



BACK

Direct Mail - Card Delivery



**It's not just about branding.
It's about partnerships.**

