

GO CARDLESS CASE STUDY 'BIGGER BOAT'

It's not Boring. Pinky promise.

2021

**MELLOR
& SMITH**

GO CARDLESS

The challenge

Everybody loves a bit of Direct Debit, don't they?

Collecting monthly payments is easy with good 'ol Mr Direct Debit. The payment gets taken out of a customers account on the 1st of every month.

Sorted! Right?

No. Failed payments are all too common. And bad debt is factored into annual budgets, with businesses loosing out on 5-10% of direct debit payments every year. WOHAWHAT?

So our challenge: show businesses they don't need to 'accept' failed payments as collatoral damage like they do with Direct Debit.





How to light a fire?

We have two services at Mellor&Smith:

01/ *The Fiery Halo*

For brands who aren't currently advertising but know that they need to do something.

02/ *The Burn Brighter*

For household names who've been advertising for years, but need a new independent firestarter spirit.

We'd worked with GoCardless's new Marketing Director before. He wanted Mellor&Smith to take the fight to Direct Debit.

GoCardless chose a Burn Brighter

“Houston, we have a problem”

Apollo 13

There were big challenges for GoCardless. The first was that most companies were very much in bed with Direct Debit, and it would be difficult to get in between them and their silk sheets.

Direct Debit is the Goliath of direct payments. PayPal has been chasing in second place for over 15 years and is still miles behind.

So we had to persuade the Finance Directors, CFOs and finance hotshots that there WAS life outside of Direct Debit, and they didnt have to ‘accept’ failed payments as some weird collateral damage.

The ultimate David and Goliath scenario. Ohhhh, nice. FIGHT!



“You just keep thinking Butch, that’s what you’re good at”

Butch Cassidy and the Sundance Kid

The challenge of course is that financial hotshots, maths wizards and the sort of people who dream about Excel spreadsheets.

Well they don’t like to be told they’ve been doing it wrong all these years.

So we had to find a novel and memorable way to gently push them in the right direction.

Oh and the last thing, it needed to be universal because the campaign was going to run in the UK, the US, and then in France, Germany and Australia.





“We’re gonna need a bigger boat” Jaws

The idea. Use movie tropes to depict the ‘penny drops’ moment.

Most campaigns want the public to have a ‘lightbulb’ moment when they see a campaign. But for this we wanted a ‘penny drops’ moment.

Much like the moment in the plot of a film, when the lead character realises how to end their plight/get out of danger/save the world/get the girl/kill the mutant.

An integrated campaign, using recognisable movie tropes, depicting the moment when the penny drops and a business realises the loss is bigger than they thought.

Never fear, GoCardless ensures a happy ending.

“Show me the money!” Jerry Maguire

The inbound sales enquiries have gone through the roof. So the sales teams are very happy and that makes for a very happy marketing org:

The 8 week campaign resulted in a 78% increase in MQL's.

Directly attributed to inbound sales enquires valued at £200m in the UK.

And the campaign rolled out in France, Germany, Australia, the UK and the US.



1 IN 12
ZÄHLUNGEN
SCHEITERT
**WIR WERDEN
EIN GRÖßERES
BOOT BRAUCHEN**

GOCARDLESS

JCDecaux

Germany

1 PAIEMENT SUR 12 QUI ÉCHOUE ?
**IL VA VOUS
FALLOIR UN PLUS
GROS BATEAU**

GOCARDLESS

France

1 IN 12
PAYMENTS
FAIL?
**WE'RE GOING
TO NEED A
BIGGER BOAT**

GOCARDLESS

UK / US



CLEARCHANNEL

Alex Mason, Global Marketing Director at GoCardless reckons we're the nuts. Or more eloquently:

"Paul, Jim and the team 'get' ambitious, high growth businesses. Ultimately, they take something that's complex and make it super simple. And it's that raw creativity that gets you noticed."

Alex Mason
Global Marketing Director
GoCardless

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