

**MARRTIN**

**PORTFOLIO**

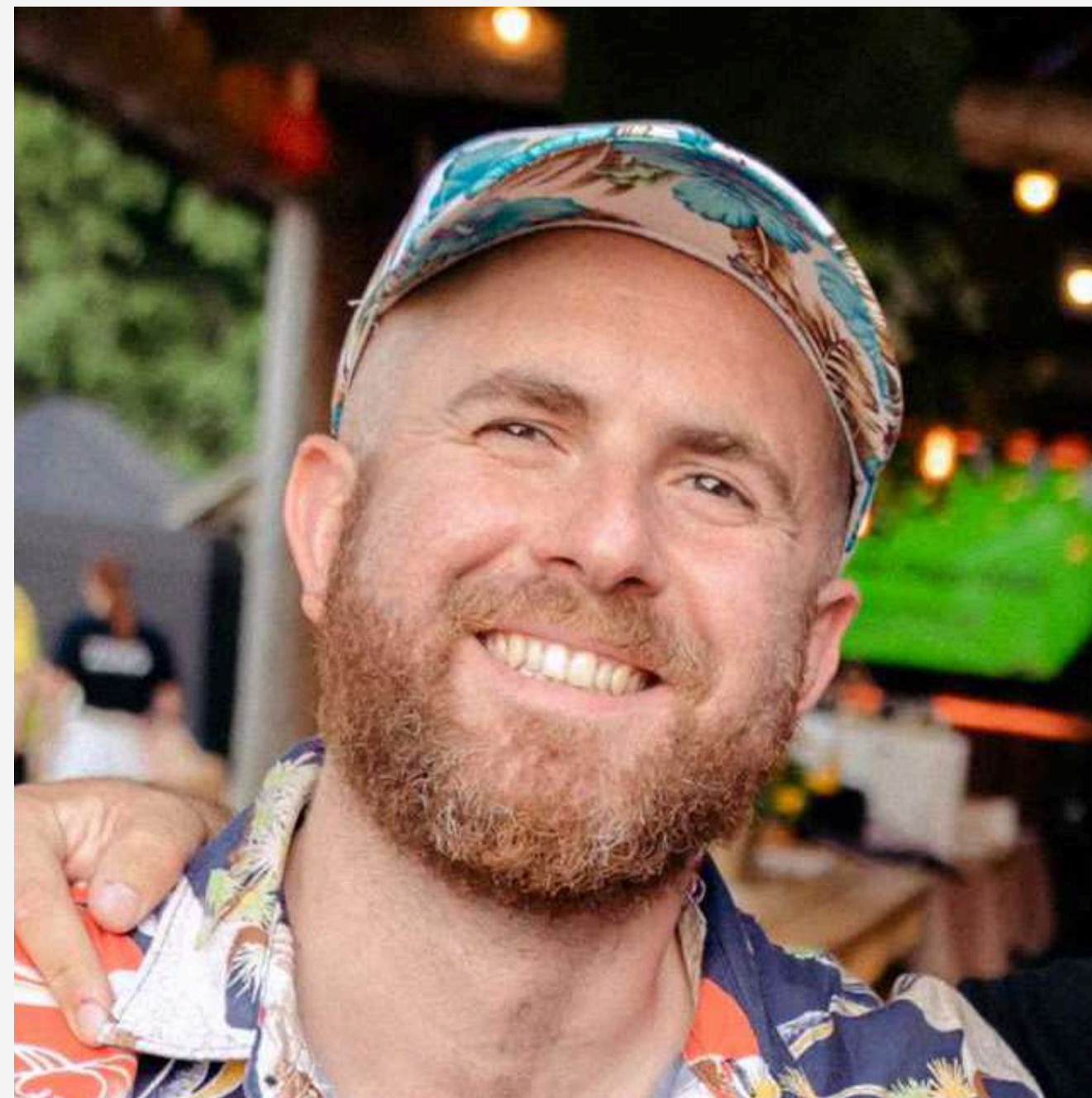
Product and website edition

**REED**

# About Martin

I am a writer and brand strategist for tech, finance and consumer brands, agency-side to in-house, London to Hong Kong, and beyond.

I recently headed up writing at Zing by HSBC (RIP), leading on verbal identity, product content design and copywriting for CRM channels.



## Zing by HSBC (UX & CRM)

Writing overview

CRM foundation

Onboarding

Onboarding: New UX

Onboarding: opt-ins

Payment tracker

Newsletters

Prize draw campaigns

Seasonal campaigns

CLCM experiments

Reviving drop-offs

Safety campaigns

## Other brands (websites)

Site strategy and rewrite

Full site rewrite

Full site rewrite

Interactive campaign

Digital campaign

Campaign microsite

## WHAT I DID AS BRAND STRATEGY & COPY LEAD AT ZING

### Content design & CRM writing

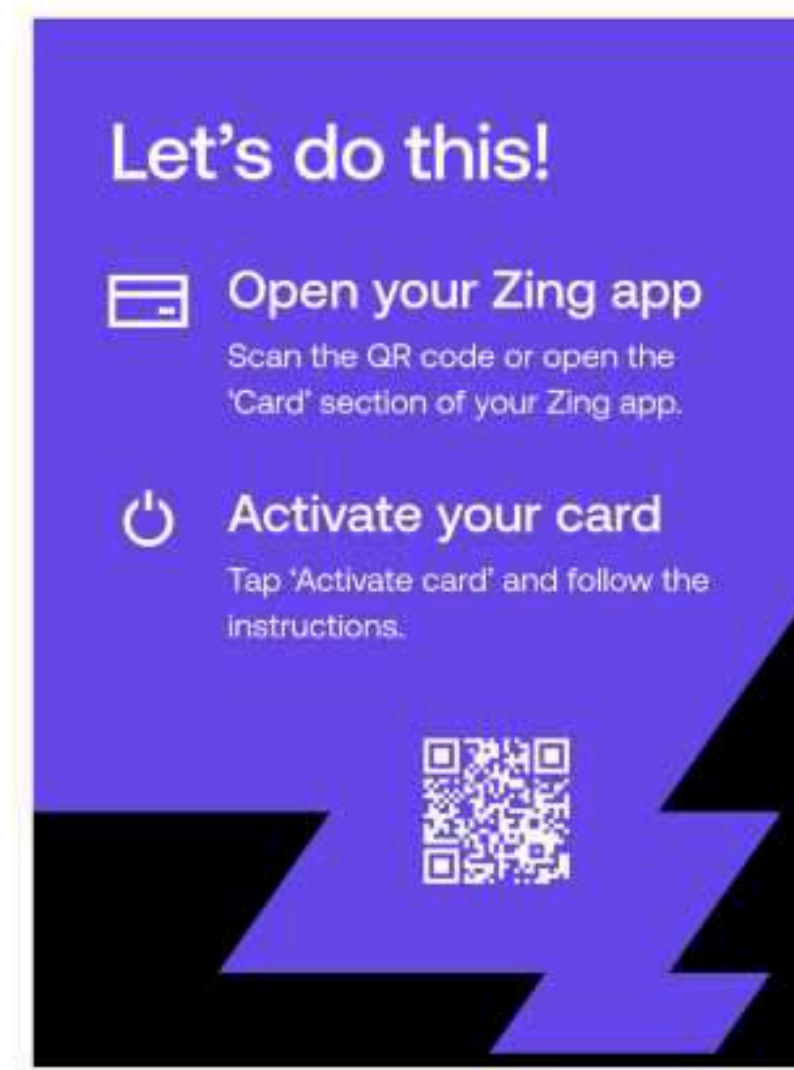
Overseeing all the copy in the product and the marketing helped make the Zing voice more consistent. I shaped and supervised all the words expressed in the Zing app and customer comms.

### Positioning articulation

Working with Zing's head of brand and marketing, I made "worry-free money" a thing, which helped bring a more tangible, distinguished benefit to Zing's overall proposition and story in the international money market.

### Verbal identity & voice

Building on a growth marketing agency's input, I shaped Zing's voice guidelines, including its principles, do/don't examples and approved ways to play with the Zing name (no overkill).



9:41



### Worry-free money

The international money app to send, spend and convert your money with confidence.

Log in

Sign up

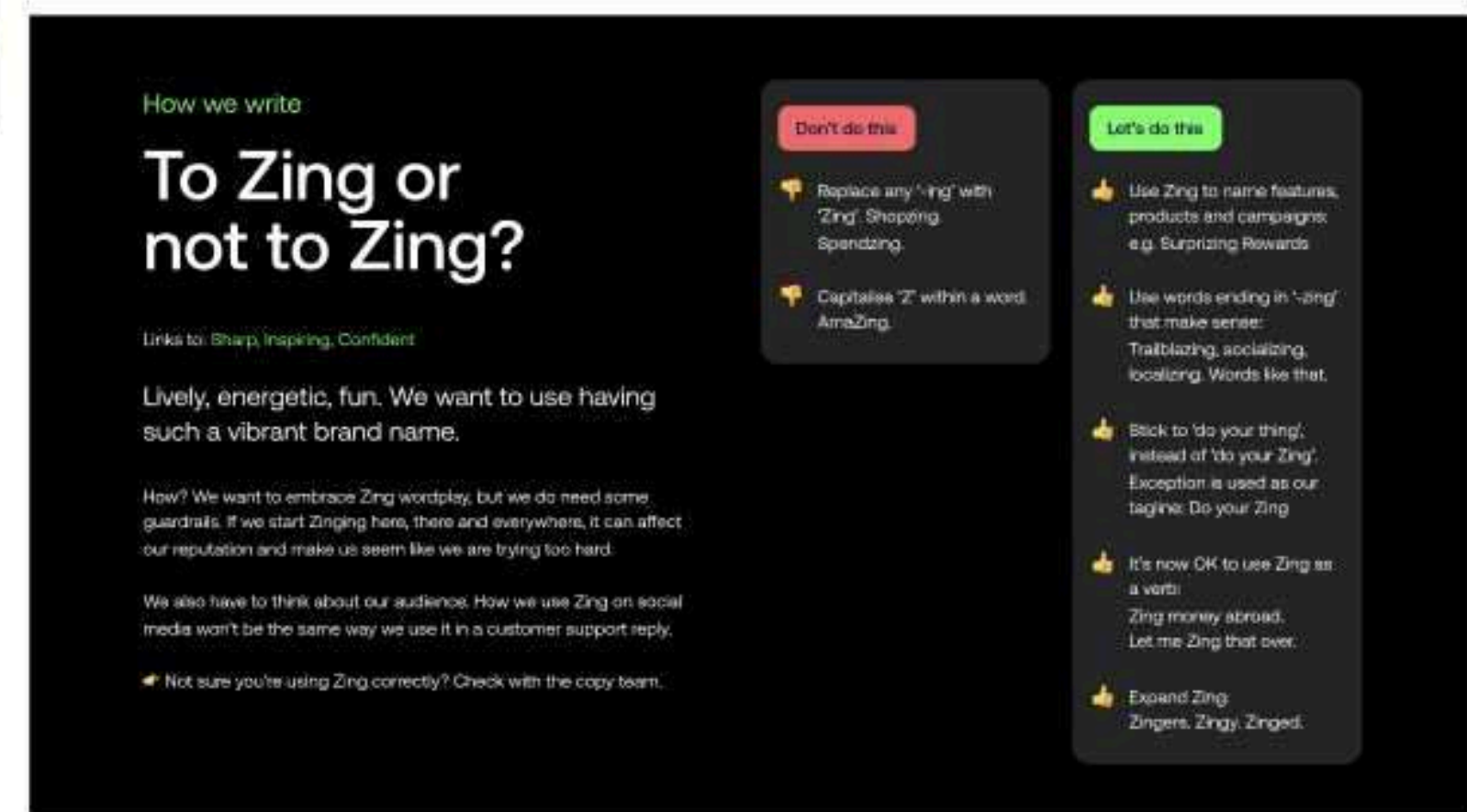
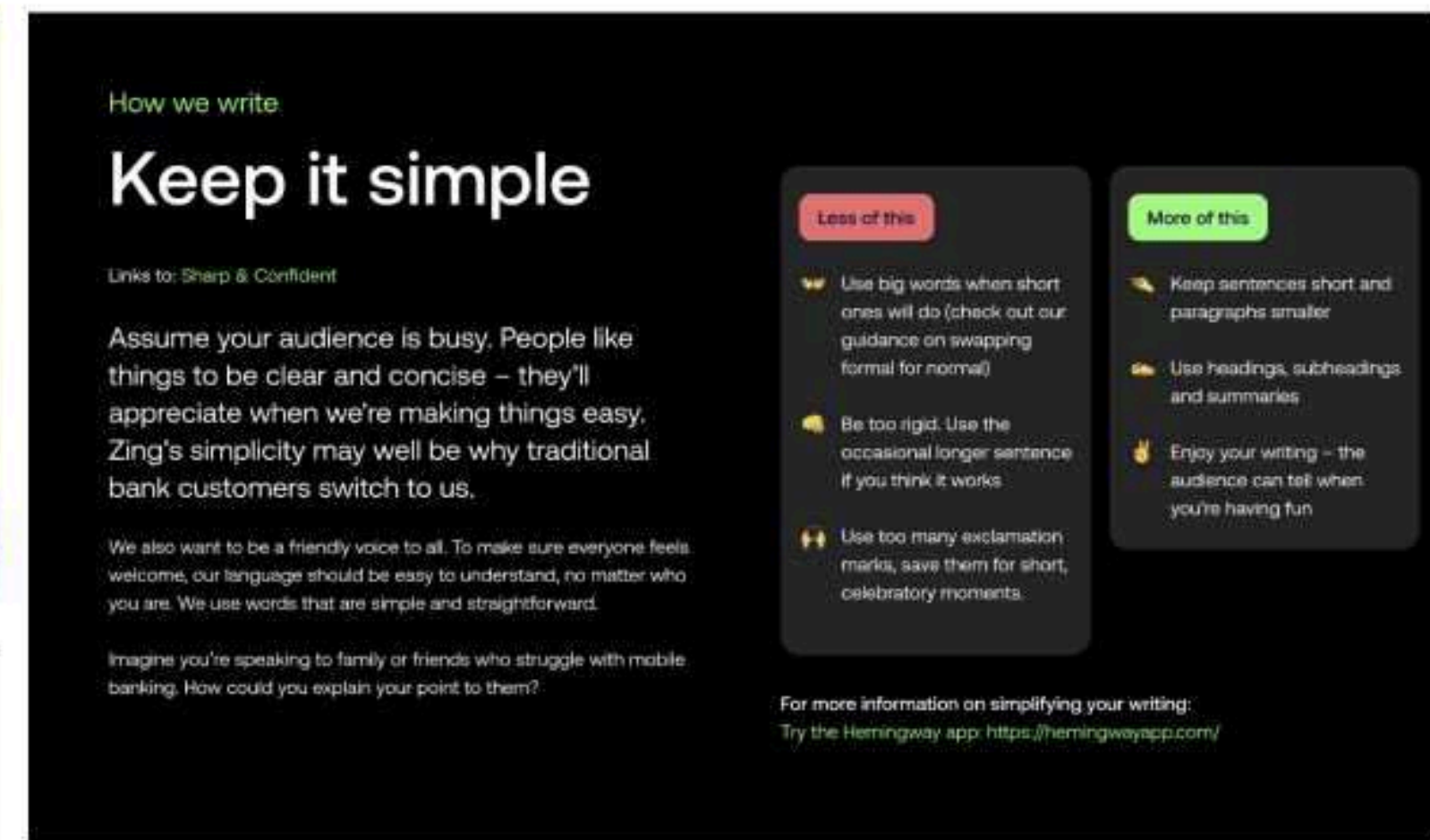


ZING



Send, spend and convert your money with confidence

You send 400.00 GBP



## BUILDING A BASE OF CRM COMMS

To launch Zing, all the comms pieces needed to be in place to support a working product and service.

Collaborating with countless teams and stakeholders, I amped up pushes, emails, FAQs, support macros and other customer-facing copy, balancing simplicity, sense and sizzle.

Some examples of CRM points below:

Verifying email address

Verifying PII

Welcome emails

Linking a new device

Adding money

Card transactions

Card ordering

ATM withdrawals

Transferring money

Changing PII

Connecting to Apple/Google Pay

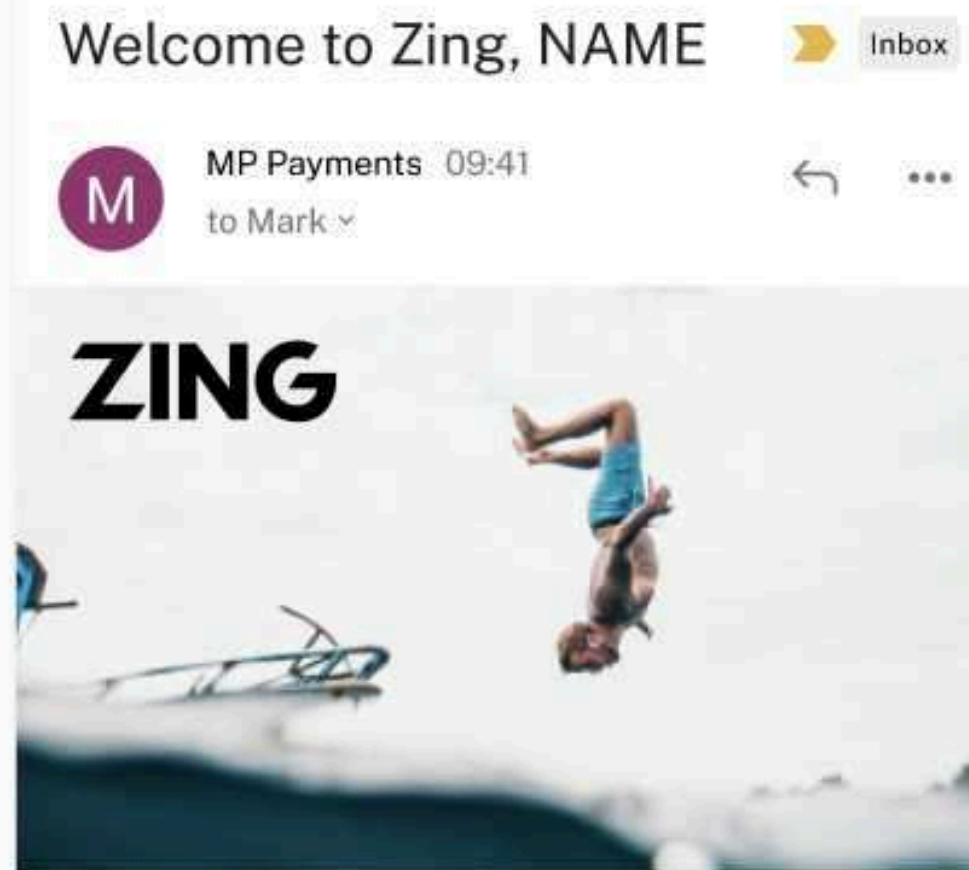
Account closure

Scheduled payments

Suspected fraud

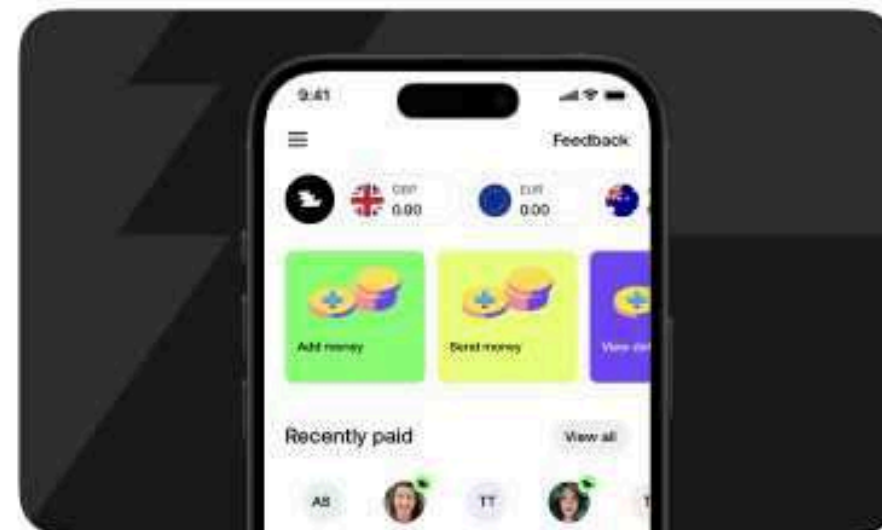
Disputes

Calls for feedback and reviews




### Start living your best international life

You did it! Your Zing account is ready to use. Start sending and spending your international money with confidence.



### Let's do this!

 **Top up**  
Add money to your account by debit card (other methods coming soon).

 **Open your wallets**  
Hold currencies in 10 wallets and

[from] has sent you [amount] Inbox

 Zing 09:41  
to Rick

ZING

### You've been sent [amount]\*

Ka-Zing! [from] has sent you a payment. Details below.



#### The details

AMOUNT  
\*[amount]\*


FROM  
\*[from]\*


FROM ACCOUNT ENDING IN  
\*[accEnd]\*

[See full details](#)


#### Need help?


Go to our [Get help](#) page to read [FAQs](#) or to



 **Zing** now  
Your card ending in \*[CARD\_LAST4]\* is about to expire. We'll send your new card in 7 days. Tap to check your address is correct.

 **Zing** now  
There was an error with your cash withdrawal. Don't worry, no money has left your account.

 **Zing** now  
We had to pause your payment to [RECIPIENT\_NAME]. Please check the email we've sent you for what to do next.

 **Zing** now  
SGD is now [£1 -> S\$35.55]. Convert now to make the most of this rate.

 **Zing** now  
Just to let you know we've sent out your new card. It should be with you by the \*[EXPECTED\_DATE]\*.

 **Payment coming up**  now  
You have a payment of \*[SYMBOL]\*\*[AMOUNT]\* to \*[PAYEE\_NAME]\* due tomorrow. Tap here to add money.

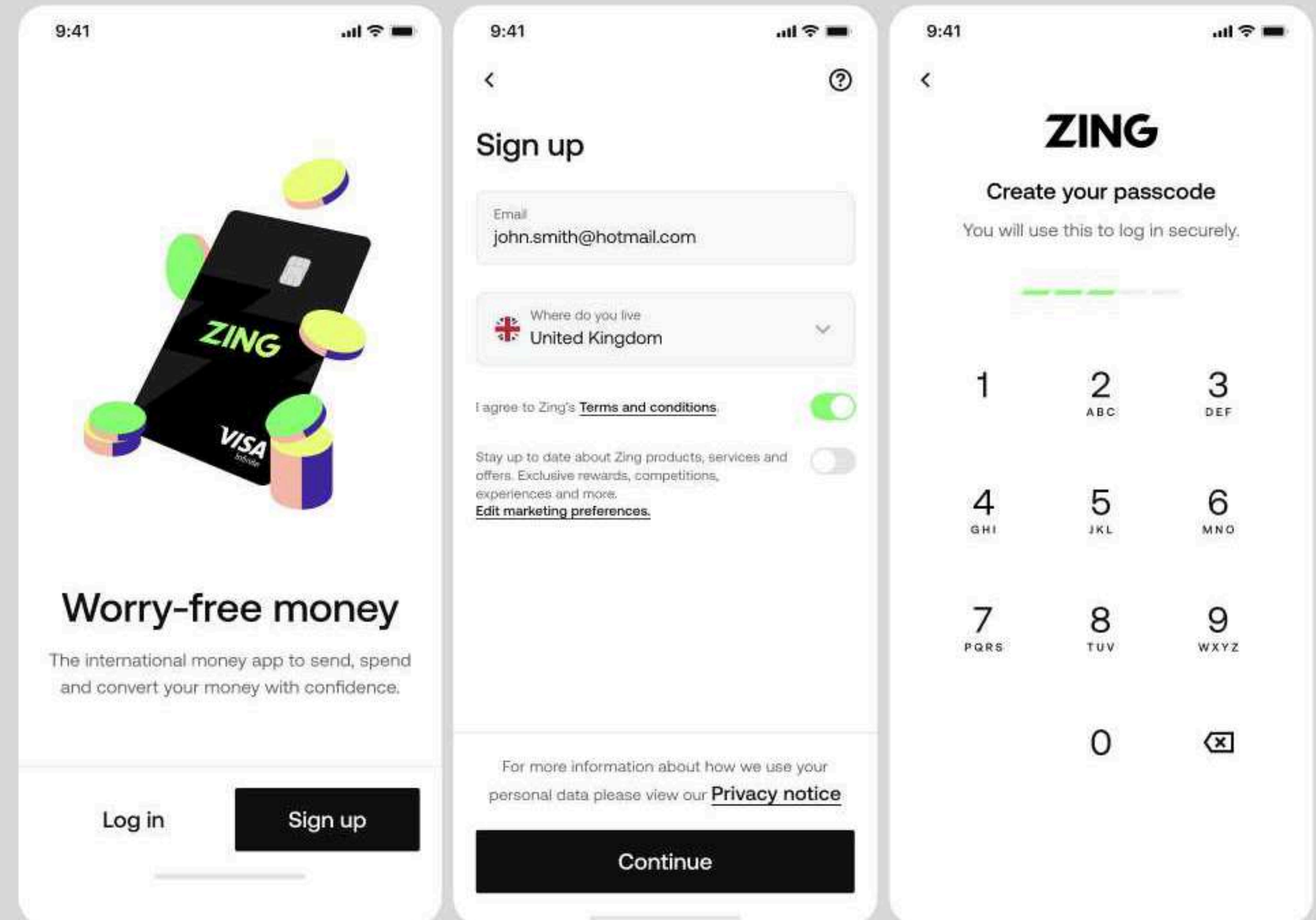
 **Zing** now  
You paid \*[CURRENCY]\*\*[AMOUNT]\* to \*[MERCHANT\_NAME]\*. Tap to view details.

## ONBOARDING CONTENT DESIGN

I became the lead writer and content designer in Zing's onboarding team, shaping and optimizing the sign-up journey to maximize conversion and make the entire process as easy, safe and fast as possible. From data consents and ID/address verification to account activation, I tinkered with every word across the entire onboarding journey and collabed with product designers and BAs to maximize clarity and action.

### Results

We set a new payments industry standard for speed: a 3min 30sec onboarding journey. Our team efforts at making a straight-forward sign-up process led to our winning an 11:FS award in UX for "Best Onboarding".

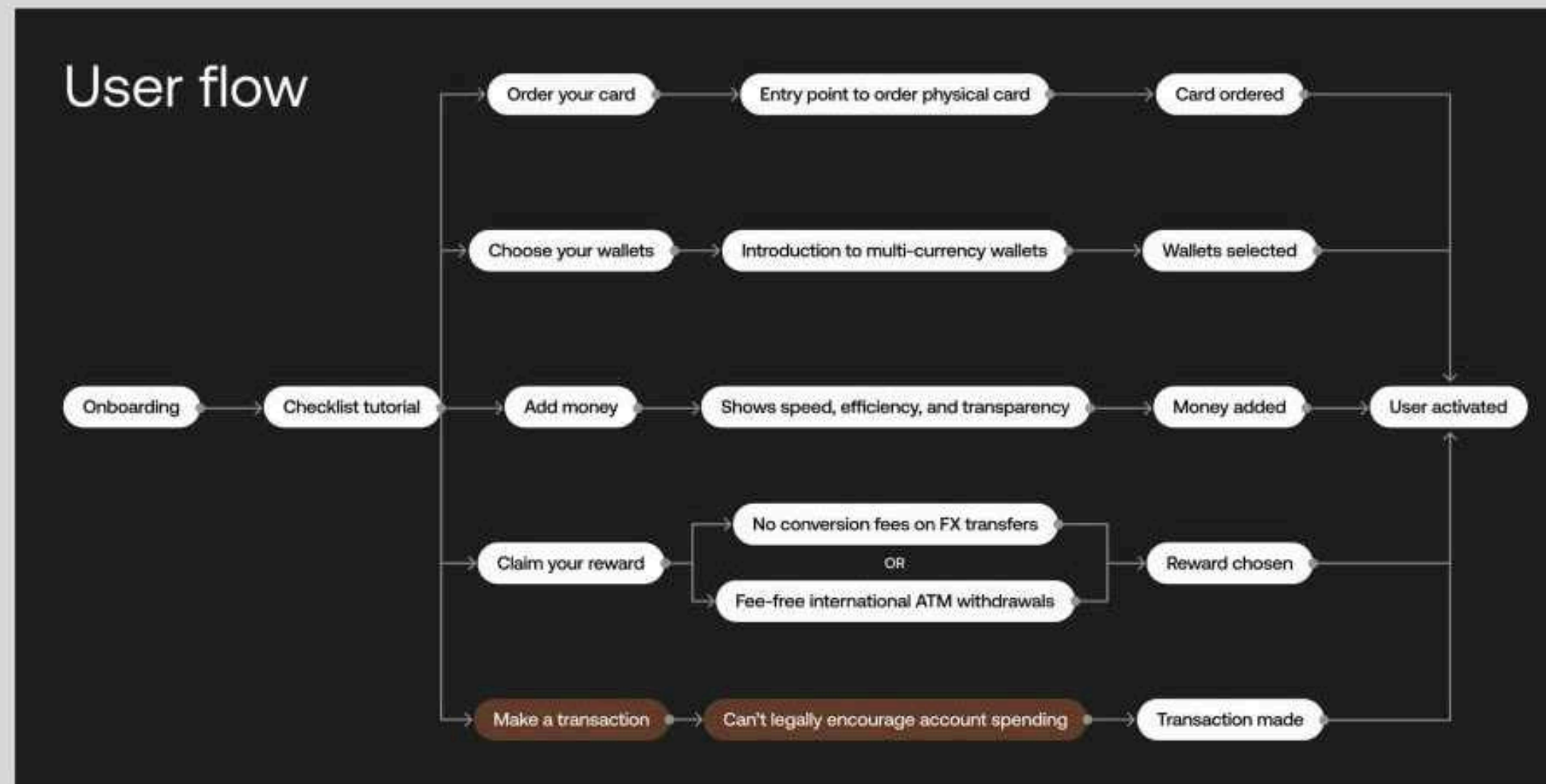


## ONBOARDING: NEW UX TO REWARD ACCOUNT USE

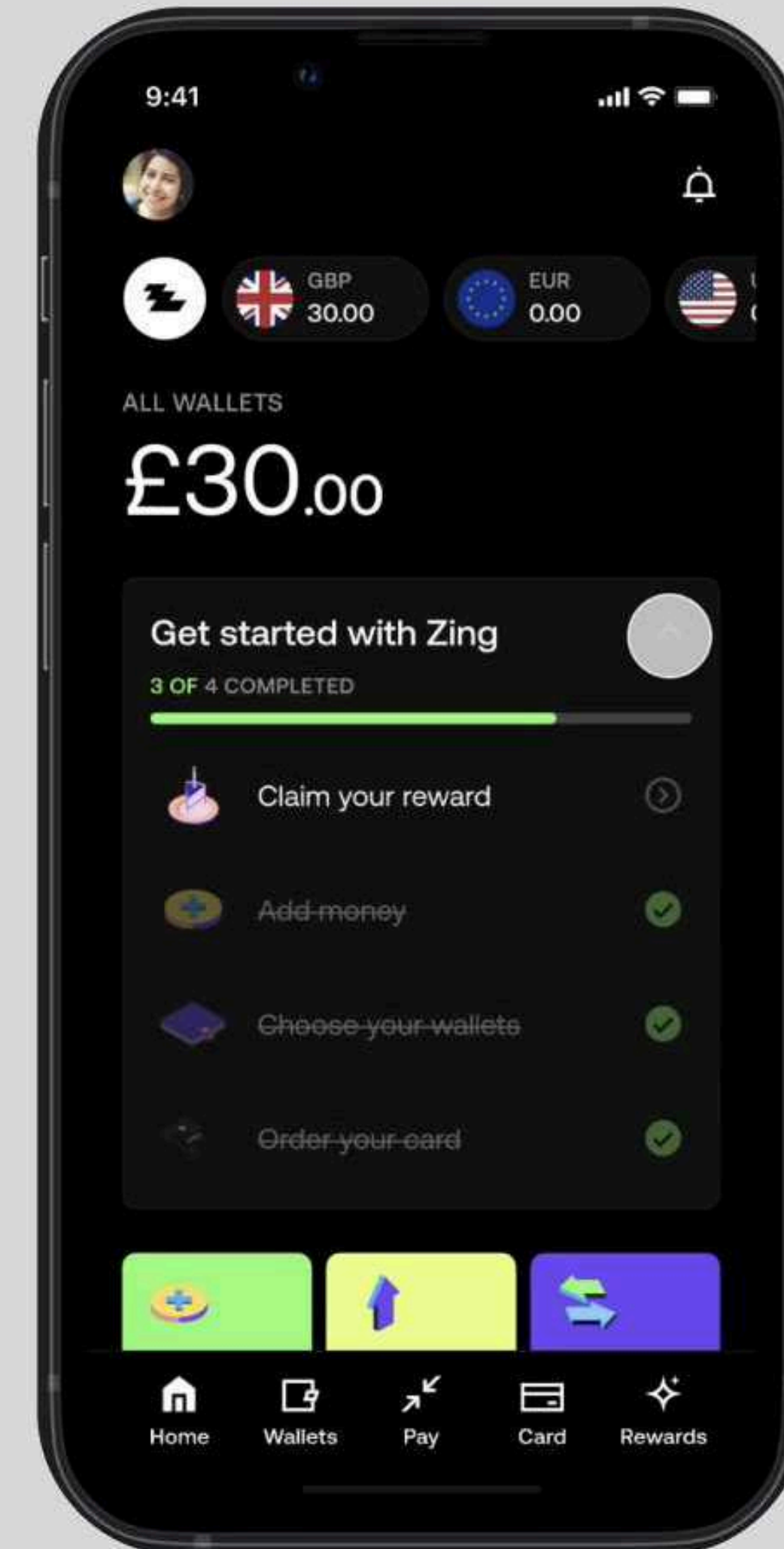
To motivate more account usage against the legal limitation of not telling users directly to send or spend money, we created a homescreen checklist of key actions to nudge users to order their card, open wallets and top up – which in turn led to more profitable actions. Push notifications campaigns further drove activity.

### Results

Across all accounts, usage rose from 12% in Spring to nearly 40% mid-year 2024, surpassing the 25% target. The increased activity became x3 the activity at first launch in January.



Problem	Finding	Design Principle
Users drop off post-onboarding	Lack of clear direction	Guide users visually
Activation feels hidden	Value not visible early	Surface progression
No emotional connection	Experience feels cold	Reward and personalise

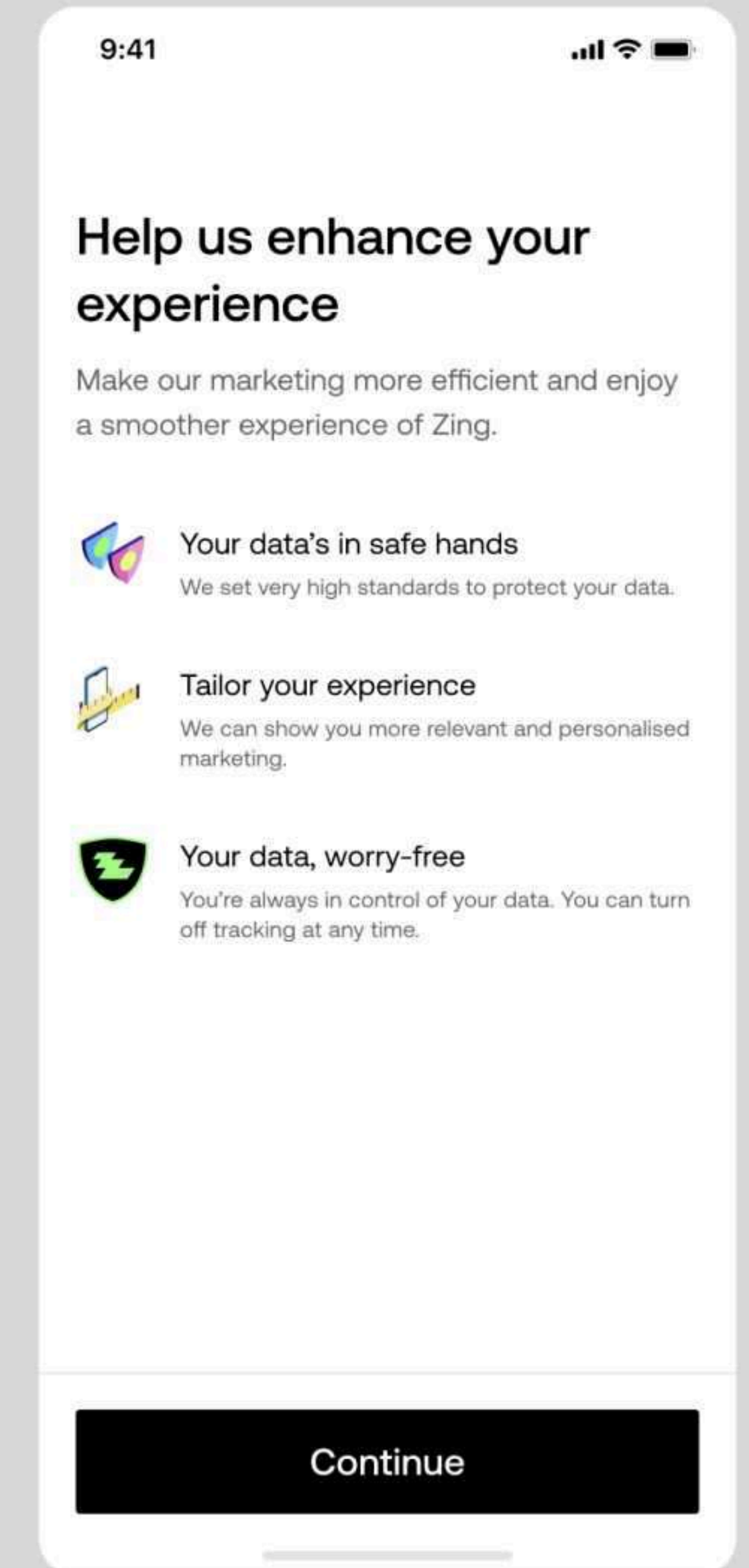
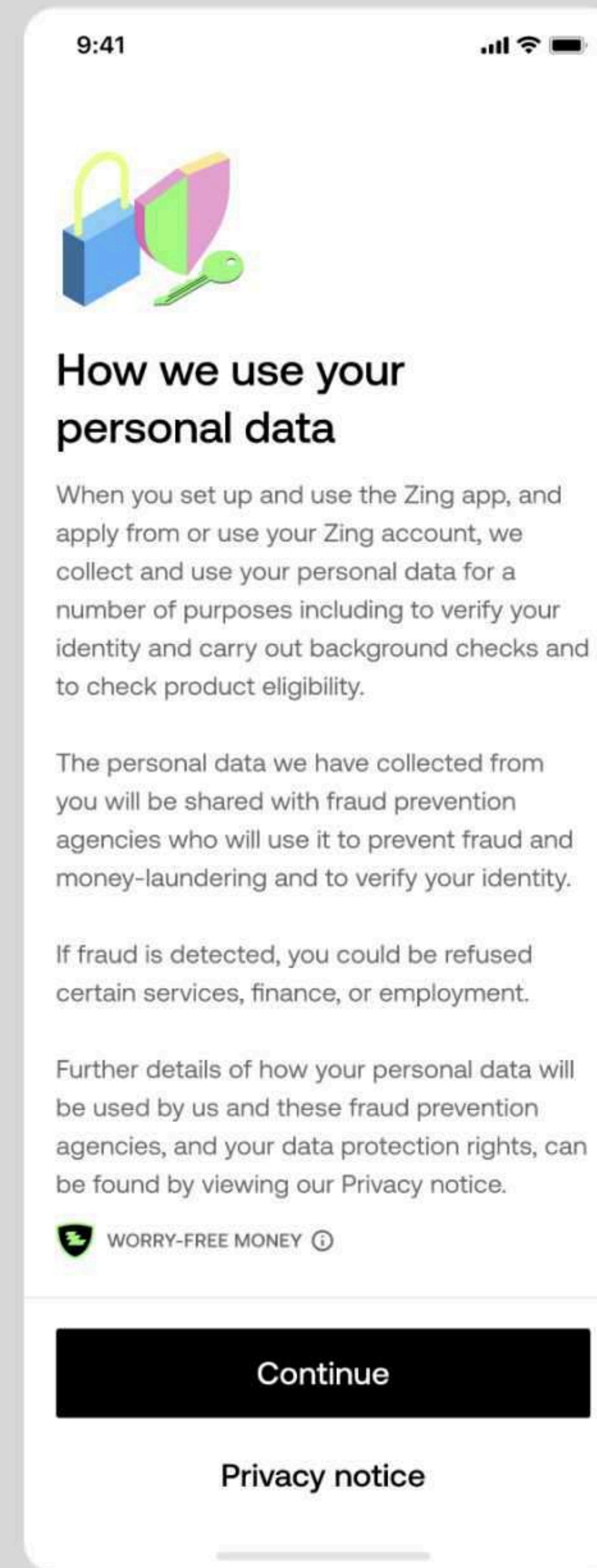


## ONBOARDING: PERSUADING TRACKING OPT-INS

Zing members were opting out of tracking when signing up, undermining marketing efforts to deliver relevant, targeted growth marketing campaigns based on user data. So to encourage opt-ins, we modified the journey to better frame the advantages of tracking, appealing to HSBC's brand equity, reassurance of data privacy and promise of improved marketing to build trust.

### Results

Opt-ins were previously only at 17%. By creating a clean screen framing the benefits, opting in jumped to 38% after a few months, surpassing the industry benchmark of 25-30%.

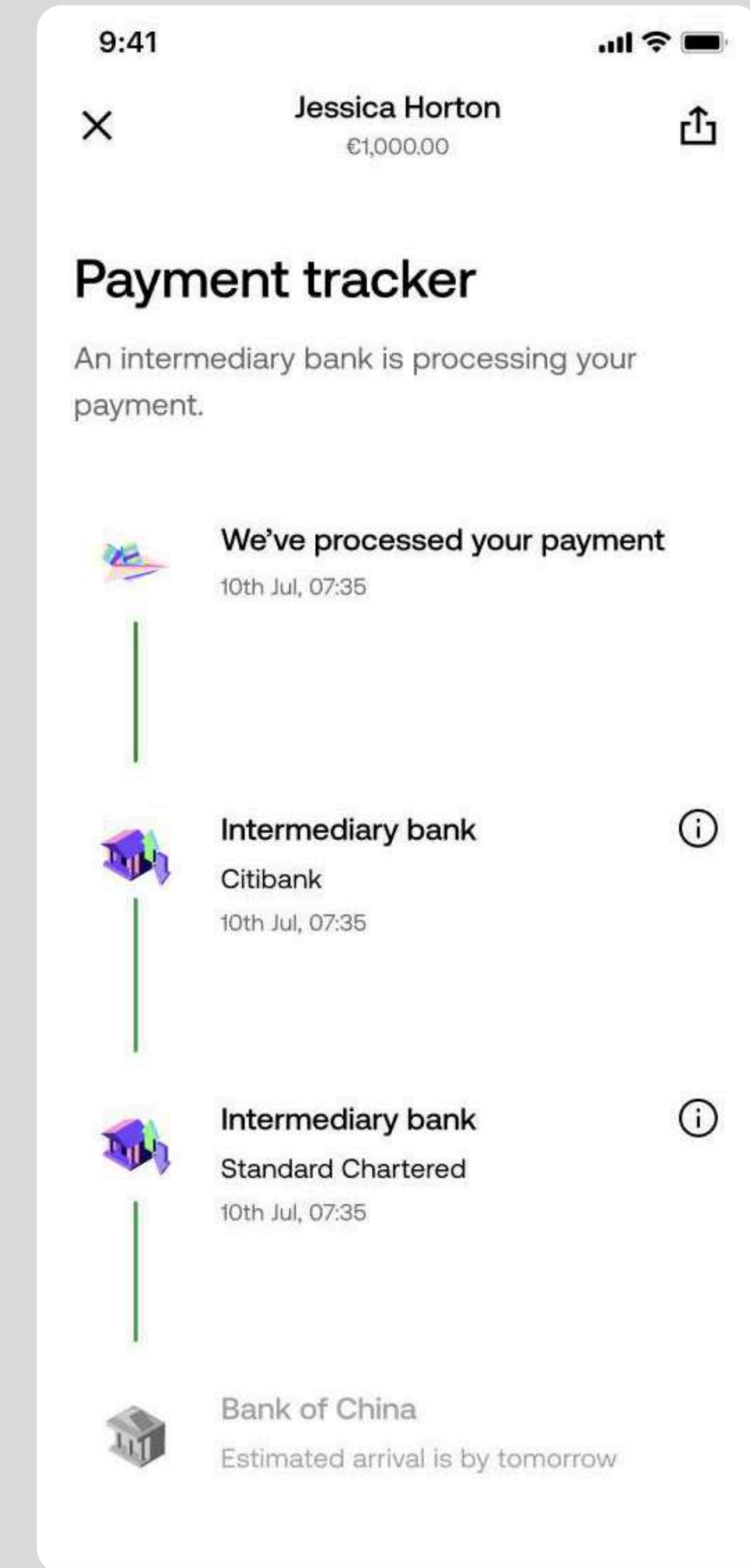
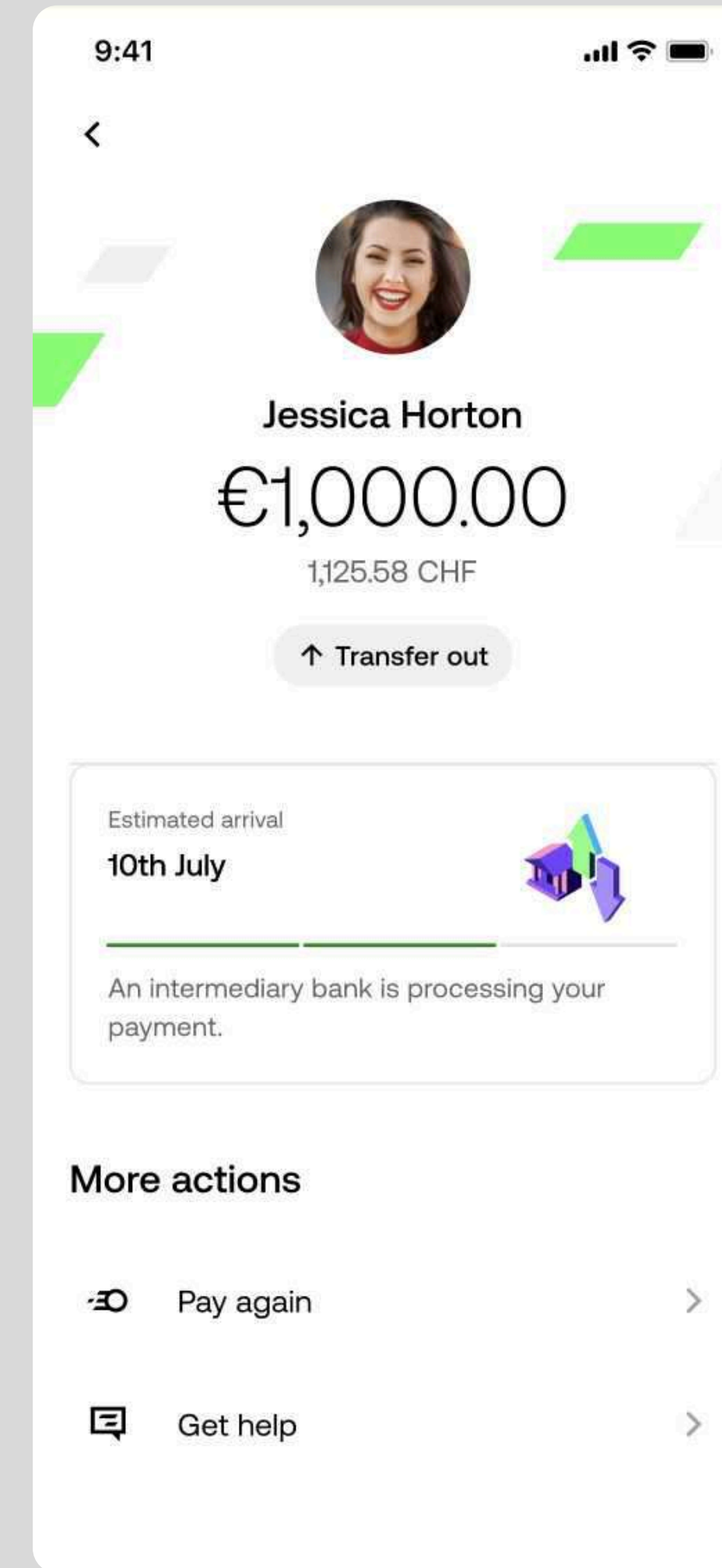
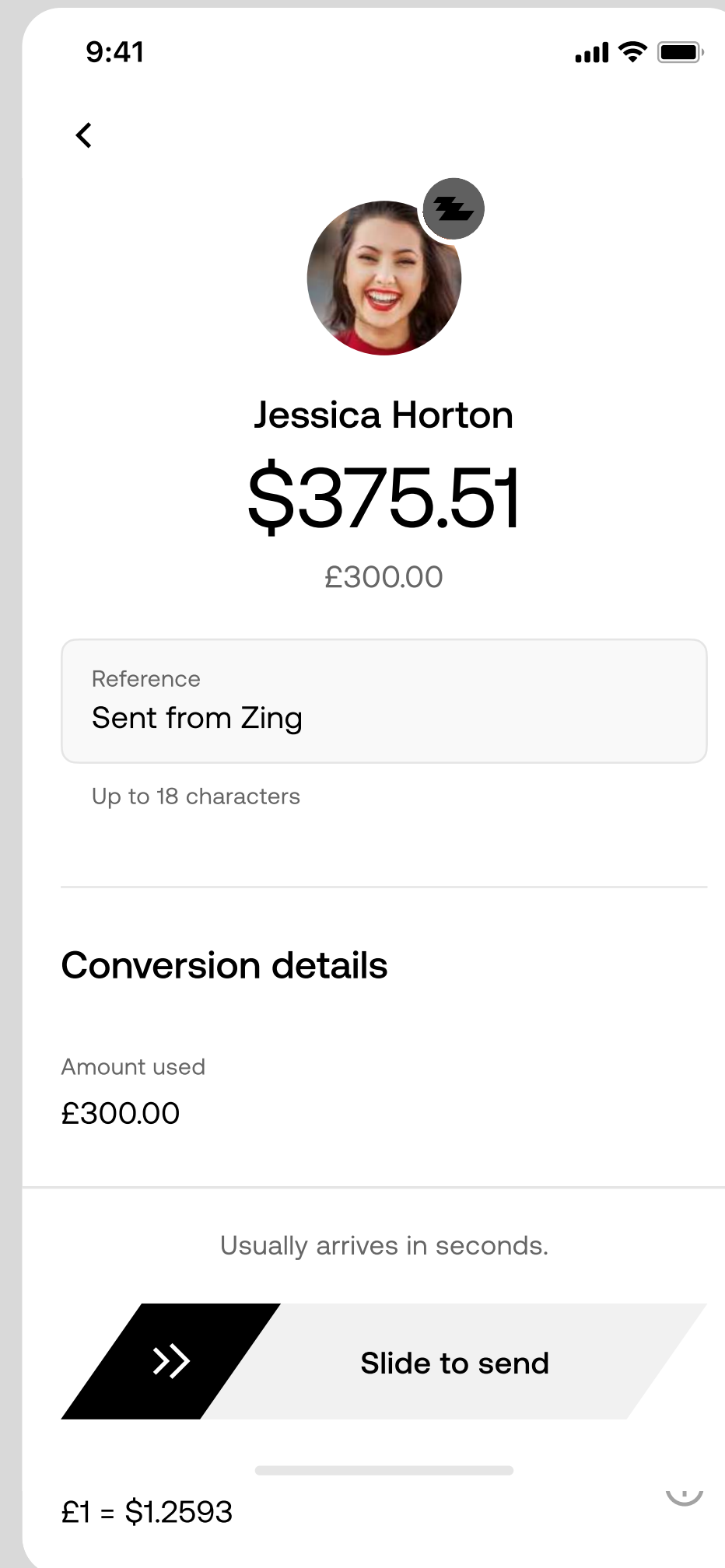


## SENDING: PAYMENT TRACKER

Teaming up with a product designer and BA to develop the payment tracking experience. By creating a timeline to show a payment's journey, we struck a balance between user transparency and clarity with back-end and fincrime-related limitations for what we can truly share about where or how a payment ended up.

### Results

The payment tracker reduced inquiries to customer service about payment status. For specific instances where a delayed payment necessitated customer service contact, proactive communication from users increased.



## DEEPENING CUSTOMER CONNECTIONS WITH CRM

Many people, particularly early adopters, joined Zing with a healthy interest in the genesis of the app and for updates on live features, savings and offerings.

I created Zing's newsletters, **All Things Zing**, sent to marketing-opted-in members, to summarise Zing's progress and share news about its latest features, new currencies, money-saving offerings and other tidbits.

## Results

CRM data showed that these newsletters were one of the highest opened campaigns, understood as due to Zing setting an expectation of a 'round-up' of all the good stuff a member might care about for saving on international transactions.



### All Things Zing

Hey [name],

Here's a lowdown on what's new with Zing over the past few weeks.



### Earn up to £400 to escape the British summer!

Invite friends to Zing and get £20 per friend – and they'll get £20 too! Earn a maximum of £400 for successfully referring 20 friends (you can refer more than 20, they'll still get their £20).

The way this works is not the same as last month. We've made it easier for your friend to complete their referral – all they need to do is make a £5 card payment once they join Zing!

Want to refer a friend now? Share your unique referral link from the app with them.



### Convert up to £500 with no conversion fees every month

Every Zing member can convert up to £500 (or equivalent currency value) and pay no conversion fees – every month. No need to do anything, you've got this automatically.

For our Founding Members who have the £1,000 fee-free FX reward activated, you can still benefit. You have to use up that reward first and then you can use this monthly one.

Valid until December 30th 2024. [T&Cs apply.](#)

[Check out Reward](#)

### Get up to 10% off stays with Booking.com

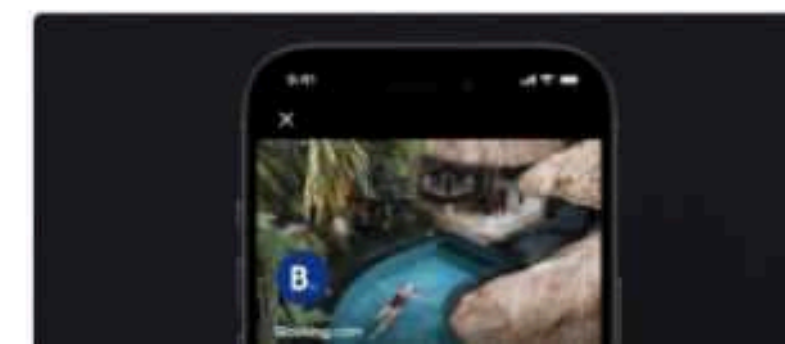
In the Reward section of the app, tap on the Booking.com reward. Tap 'Open merchant website' to start your search and check out with your discount applied on select properties.

You must make a currency conversion to unlock and redeem this reward.

The app and [our article](#) covers this reward in more detail.

Valid until 23rd July 2024. More info and T&Cs on [Booking.com's website.](#)

[Check out Reward](#)



### What else is going on?

Some more stuff to read. As we grow we're getting more recognition, yay! We've also got a few fun things you can read up on too.

- [Top 10 fastest growing fintechs](#)  
We made Mobile Reality's shortlist of fastest growing UK fintechs.
- [Boy, how we've grown](#)  
Listen to CEO James Allan and Product Lead Tom Parsons talk about HSBC GPS's support in building Zing from the ground up.
- [Moving to Singapore?](#)  
We talk visas, cultural ticks, ways to pay... everything you need to make your big move abroad.
- [Weird currencies of the world](#)  
From dolphin teeth to potato mashers, see what's worked as currencies around the world (we don't offer these on Zing, sorry!)

### Got feedback?

We'd love to hear it. You can leave feedback in the app. Tap [Get Help](#) in the app and type 'feedback' to leave us a message.

Yours,  
The Zing team

## SURPRIZING REWARDS CAMPAIGNS

Every month, Zing released prize draws where in exchange for a few easy actions on social media, entrants had the chance to win luxury international getaways.

These social campaigns were supported with emails that outlined the opportunity and the instructions for entering, which changed every time in the name of experimentation.

These emails also covered confirmations (e.g. signing up to the campaign via the website), reminders and comms directly to the winner.

## Results

Surprising Rewards was one of the brand's most effective levers for growing our social following and driving brand awareness.

Bring on Barcelona, [NAME]

Zing 09:41 to Mark



## Nobody expects this Spanish expedition, [NAME]

Another trip, another twist. This one goes out to only our newest Zing members. If you sign up in April, you're in the running for a trip to Barcelona.

Wining and dining while the sun is shining. What better way to welcome you to Zing!

Full T&Cs apply.

Enter prize draw

## What's on the cards

2 nights at a luxury hotel

## What's on the cards

- 2 nights at a luxury hotel
- Penedes vineyard tour
- 5-course tapas dinner with local wine pairings
- Private yacht cruise
- Return flights from UK to Barcelona



## How to enter

New Zing members that sign up are automatically entered.

You have until 30th April 2024 at 11:59pm GMT to take part. We'll contact winners on social media or by email.

T&Cs apply. You must be a UK resident. 18+.

Enter prize draw

Enter prize draw

## About Surprising Rewards

Win a world of worry-free experiences with Zing, the money app helping you live your best international life.

This month's prize is only for new members who join us in April. So the odds could work in your favour...

Surprisingly yours,  
The Zing team



### About us

Zing is provided by MP Payments UK Limited, a company registered in England and Wales with registered company number 14263447 and its registered office at 8 Canada Square, London, E14 5HQ. MP Payments UK Limited's registered VAT number is GB365684514.

MP Payments UK is authorised by the Financial Conduct Authority under the Electronic Money Regulations 2011 for issuing electronic money and the provision of payment services, with FCA registration number 983835.

MP Payments UK Limited is part of the global HSBC Group but is not a bank. Your funds are not deposits and are not protected by the Financial Services Compensation Scheme ("FSCS"). We keep your e-money safe by safeguarding your funds in a separate bank account. MP Payments UK Limited is separate from HSBC Bank UK Plc ("HSBC UK"), and your e-money does not count towards your total FSCS protection with HSBC UK (if applicable).

### Get help

You can get help in the secure messaging function in our App or our [support pages](#). If you need extra support now or in the future due to a physical / mental condition or personal situation, we're here to support you 24/7. Read more about how we can help in our [Help Centre](#), contact us in the app or contact [additional.needs@zing.me](mailto:additional.needs@zing.me).

### Privacy

Emails sent to us may be monitored for security and fraud prevention purposes. For information about how we process your personal data, please see our [Privacy Notice](#).

You are receiving this email because you have previously chosen to receive communications from us about products and services that we think may be of interest to you.

## SEASONAL CAMPAIGNS

Zing ran many mini campaigns that tied international currencies to cultural moments.

Many of these campaigns were targeted to members that had an expressed interest in a particular currency corridor or geographic area, for example, helping celebrants of Diwali save on transfers in Pakistani, Indian and Sri Lankan rupees.

## Results

The more targeted comms campaigns that connected cultural holiday with currency interest worked. There was uplift in transfers, particularly for moments such as Diwali/rupee.

9:41

Send loved ones more for less this Diwali, [name]

ZING

### Save on sending money this Diwali

Let loved ones know you care from afar by sending money back home to family and friends, whether you celebrate Diwali or not.

With no conversion fees on up to £500 that resets every calendar month\*, you can quickly send INR, LKR, and 30+ currencies with ease.

Send money

### Need help?

Go to our [Get help](#) web page to read FAQs or contact our customer support

**Payments to Sri Lanka are here** now  
Great news! Now you can securely send money to Sri Lanka.

**Pakistan and Sri Lanka payments are LIVE!** now  
Great news! Now you can securely send money to Pakistan and Sri Lanka.

**You asked. We delivered!**

We believe in giving our members what they wish for.

So now you can send money securely to friends and family in Pakistan and Sri Lanka – in just a few clicks.

Go ahead – try it for yourself.

Send money

Your holiday money goes further with Zing

Zing 09:41 to Rick



### Crack out your Zing card this Easter holiday

Hi [NAME],

Enjoy our low 0.2% FX rate over the break, wherever you go:

- Any currency available with Zing
- Any amount
- Any day of the week (even bank holidays!)

Use Zing for fewer fees and getting more for your money!

Take me to Zing

Don't forget you can use your Zing card in over 200+ countries and territories!

### Where's Zing's pricing in full?

Some fees and limits may apply. See our [Fees and limits](#) page for more.

### Need help?

If you have any questions about our pricing or anything else, please visit our [help centre](#).

## LEARNING AND EXPERIMENTING

Out of the mountain of micro campaigns and projects Zing did across its channels, I really liked supporting ongoing CRM lifecycle efforts with weekly isolated push messages that drove members to use the app.

They were always light, topical and experimental, to help teams learn what features, offers or subjects appeal to different kinds of users.

They were also an opportunity to push Zing's brand voice while functionally highlighting our features or currency opportunities.

## Results

Many of the experimental campaigns, often sent on a weekend, made an obvious, attributable impact and helped Zing stay top of mind.




 **Lions land in Europe** 🍀 now  
Summer's ending – a new season begins. Don't forget it's easy to convert GBP to EUR at great rates, wherever your travels take you.




 **No fees? 🤔 Yes please!** 😊 now  
Sending or spending abroad soon? You've still got some of this month's £500 of no conversion fees to use up. Ends 30th Dec 2024. T&Cs apply.



 **Half-term holiday soon?** 🏖️ now  
Less sun doesn't mean less fun. Before your next escape abroad, make the most of our real-time, competitive exchange rates.



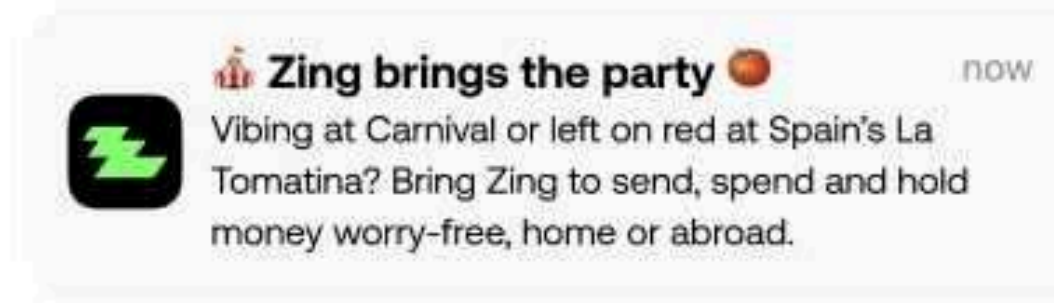
 **It's Tourism Day!** 🌍 now  
What better way to celebrate than to book that trip. Remember the local currency can be cheaper to pay in, so check rates with Zing first!




 **Your money in one place** 🌐 now  
Now balance from all wallets is on the homepage. Low on a currency? Remember we convert from other wallets automatically for card payments.



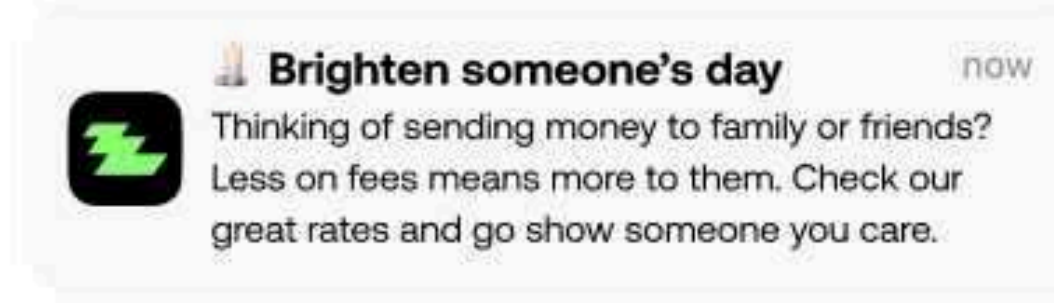
 **Fun FX fact** now  
The Swiss Franc 🇨🇭 Bahraini Dinar 🇧🇭 and Kuwaiti Dinar 🇰🇼 are a few of the strongest currencies around (and we help you send these too).




 **Zing brings the party** 🎉 now  
Vibing at Carnival or left on red at Spain's La Tomatina? Bring Zing to send, spend and hold money worry-free, home or abroad.



 **It's Cup Finals weekend!** ⚽ now  
Watching with friends? Get £20 per friend that joins Zing (and spends £5+ by card) and they'll get £20 too. The perfect one-two. Tap to refer.



 **Brighten someone's day** now  
Thinking of sending money to family or friends? Less on fees means more to them. Check our great rates and go show someone you care.



 **Summer stays sorted** ☀️ now  
In the warm months of 2023, 50m+ living in the UK went abroad. Let's beat that for 2024. Get up to 10% off select Booking.com stays abroad.

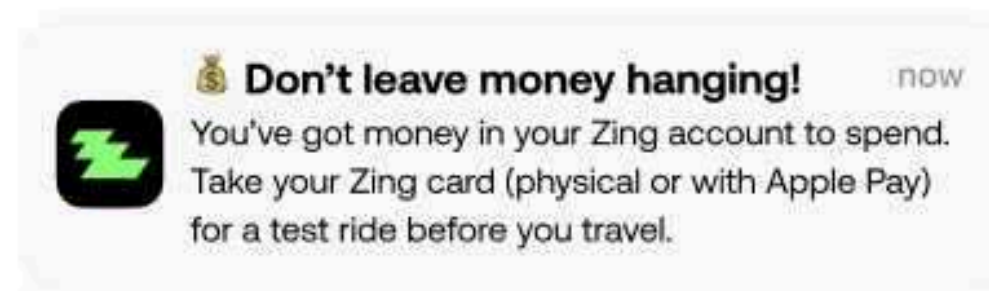
## REVIVING MOMENTUM

Many CRM campaigns included targeting members that were inactive in some way.

I worked with product marketers and the CRM team to identify opportunities for engagement. I structured and wrote emails to nudge these users to get back on the horse.

## Results

These reminder campaigns helped nudge a significant proportion of users into action to re-engage with accounts and complete actions



9:41



Have you used your Zing card yet? Inbox

M Zing 09:41 to Mark

### You've got money in your account

You've done the hard work of adding money to your account. Now let's take your Zing card for a spin.

We recommend making a card transaction before you travel so you're confident using it abroad.

You need to make a chip and PIN transaction to unlock contactless. But if you've synced your card to your phone's native wallet, you can start spending right away!

See card details



### What currency do you want, [NAME]?

Inbox

R Zing 09:41 to Rick

ZING



### Get more from Zing with the currency you need

Hi [NAME],

Whether you use Zing to travel, transfer or invest internationally, is there a currency we don't have that you'd like to see? Tell us more!

Request currency

### How can I tell you my currency?

Tap the button in this email and go to the bottom of the page to choose from a list of international currencies to vote on.

You can also tell our customer support team ZingCare your preferred currency at any time.

### What currencies are on Zing?

With Zing you can hold 20+

### You haven't used Zing for a long time

Inbox

M Zing 09:41 to Mark



### Your Zing account is still open

Hi [NAME],

We're sending this as a reminder that your Zing account is still open.

It's been a year since you last used the app. Tap below to open the app to see what it's like now.

Open Zing

### Can't remember how to log in?

No worries. When you open the app to enter your passcode, tap 'Forgot?' and follow the steps to reset it. Read our FAQ for more.

## SAFETY CAMPAIGNS

A different focus from selling or promoting. We had obligations to communicate to members about financial risk and personal safety.

I wrote a few cute emails to make unsexy topics about safety approachable and interesting.

## Results

This was more of a risk/legal obligation but such campaigns, differing in tone and content from other marketing campaigns, did get decent open rates and CTR.



### It's not cool to be a mule

Hi [NAME],

A money mule helps criminals by opening money accounts on their behalf or by moving their money between accounts.

It might seem harmless but it's a serious crime with serious consequences.

Make sure you protect yourself from being a money mule with these tips.

### Ways to stay safe

**Stop and think about any requests to move money or open accounts for someone else to use**

You should always question managing money or handling payments for someone else in your own name.

Stop and think about how well you know the person. If you wouldn't be comfortable passing cash to and

### Muling requests come in many forms

Scammers can contact victims directly on social media, over email and in-person. These scams can even be indirect, presented as conditions for job opportunities or competitions.

### Don't fall for a scammer's reasons

Scammers are smart at persuading victims. They'll use threats or promises of rewards. They'll downplay risks or make requests seem urgent. Stop and think. If it's too good to be true, it probably is.

### Anyone could end up a victim

Criminals like to target victims that they perceive to have financial difficulties or other vulnerabilities. But they will persuade anyone that they can. No matter your circumstances, always stay vigilant.

We have more tips on avoiding money muling scams in our blog.

[Read blog](#)



### Reporting muling scams

If you're worried that you or someone you know might be caught up in money muling, you can contact our customer support team ZingCare in the app.

### Tips to protect yourself from scammers



### Beware of scammers

Hi [NAME],

Financial crime and fraudster activity is becoming more common. Scammers are getting better at knowing what to say, and how to say it, to be believable.

From websites and phone calls that mimic banks to realistic incentives or threats that are difficult to ignore, there's nothing scammers won't try. It's important you stay aware and vigilant of becoming a fraud victim.

### Ways to stay safe

#### Stay alert to urgency

Scammers will make situations seem urgent to pressure you into making unwise decisions. Always take time to stop and think about what anyone is asking you to do.

#### Keep login details private

Never share login details, passwords or OTPs with anyone. Zing will never ask you for these.

### Think before you link

Think before opening links, attachments or responding to emails or texts. Zing will never email or text you with a link to a page asking you to log into online banking or provide any personal information.

### Make sure calls are real

If you're not sure if a call from an organisation is legitimate, hang up and call back on their publicly listed phone number.

### Don't allow device access

Never let anyone you don't know access your computer or device remotely. Fraudsters are getting more sophisticated with remote access attacks.

### Trust who you're paying

When making a payment, take the time to check the details are correct and the source is genuine. If something feels wrong, stop and contact our customer support team ZingCare for advice.

We have more tips on how to protect yourself on our blog.

[Read blog](#)



### How we protect you

We invest in technology, enlist

## CYNCLY REBRAND AND SITE WRITE

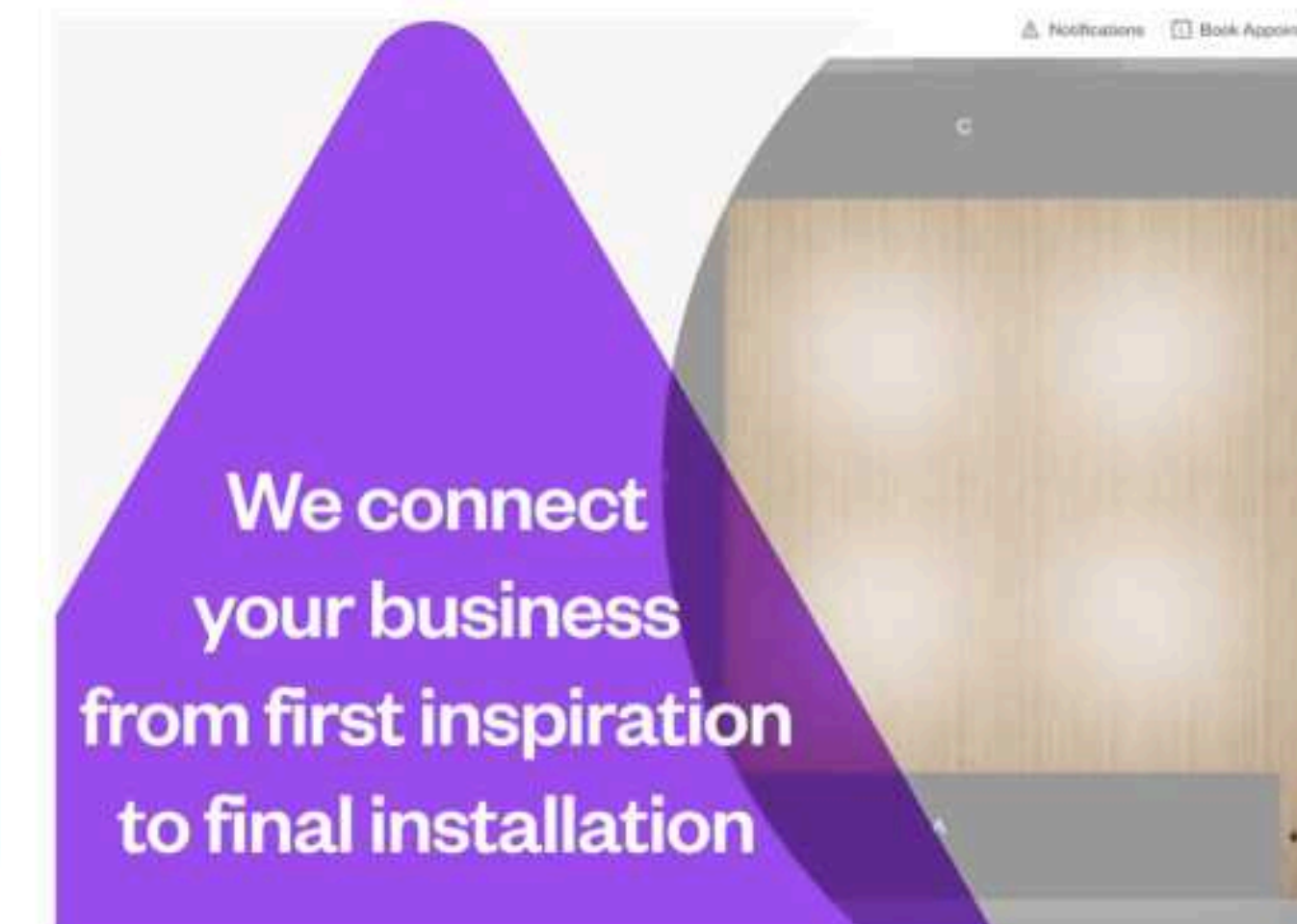
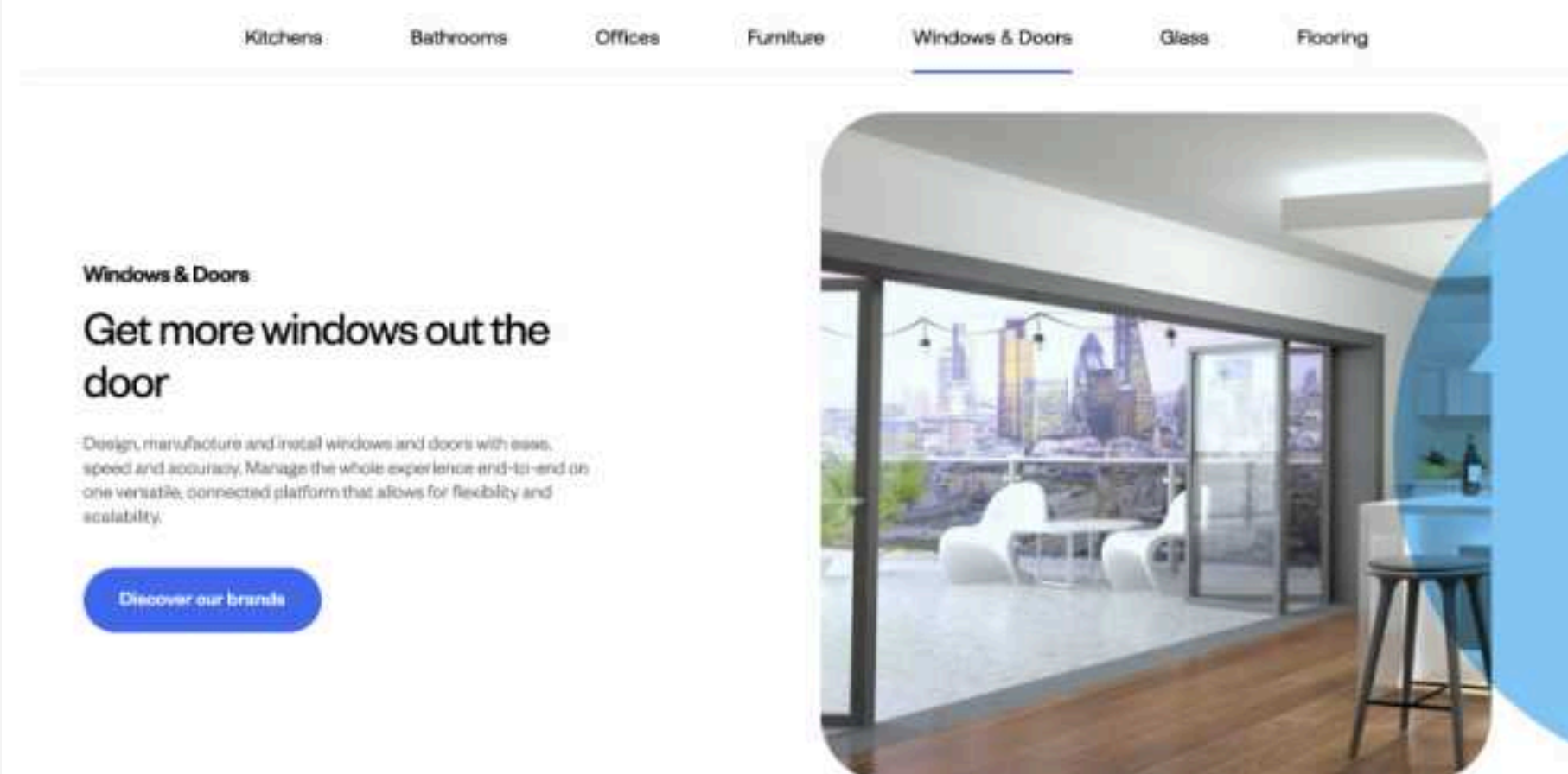
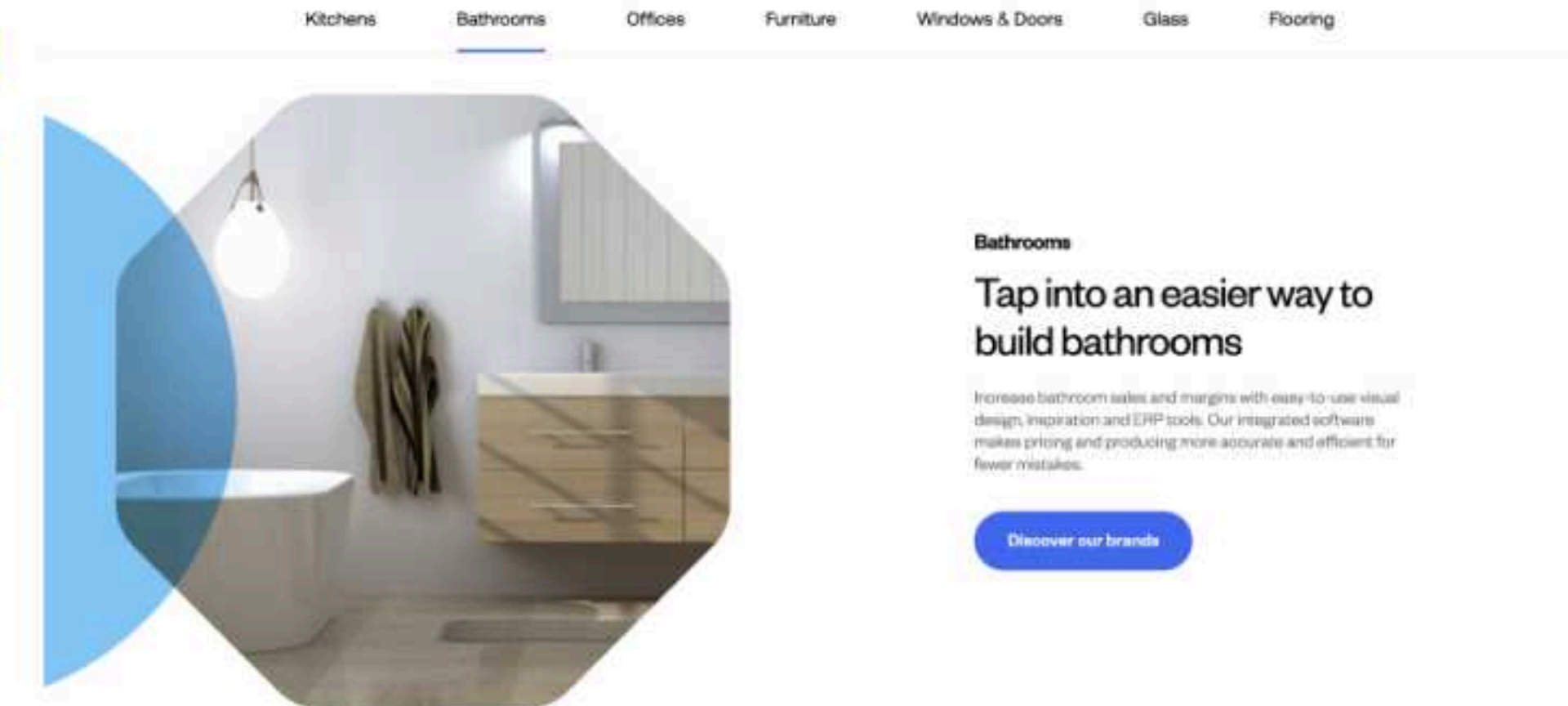
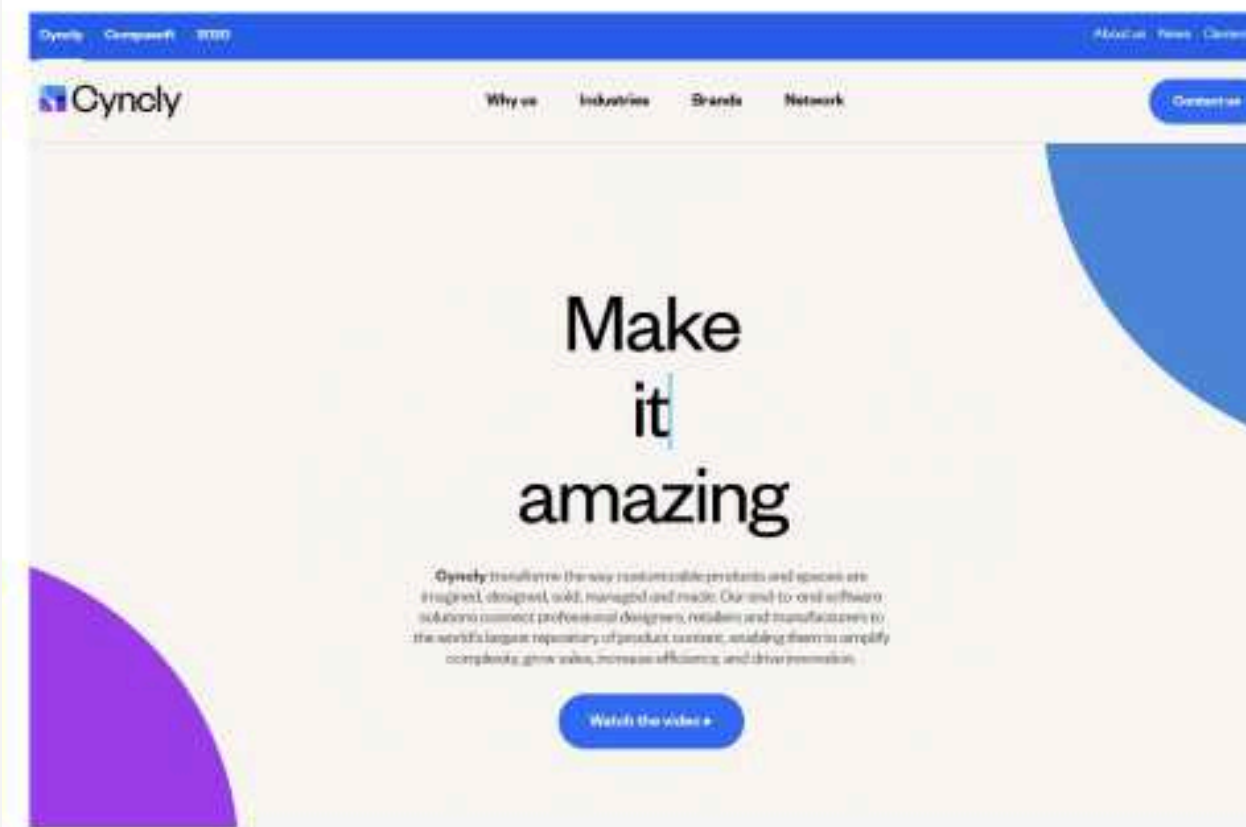
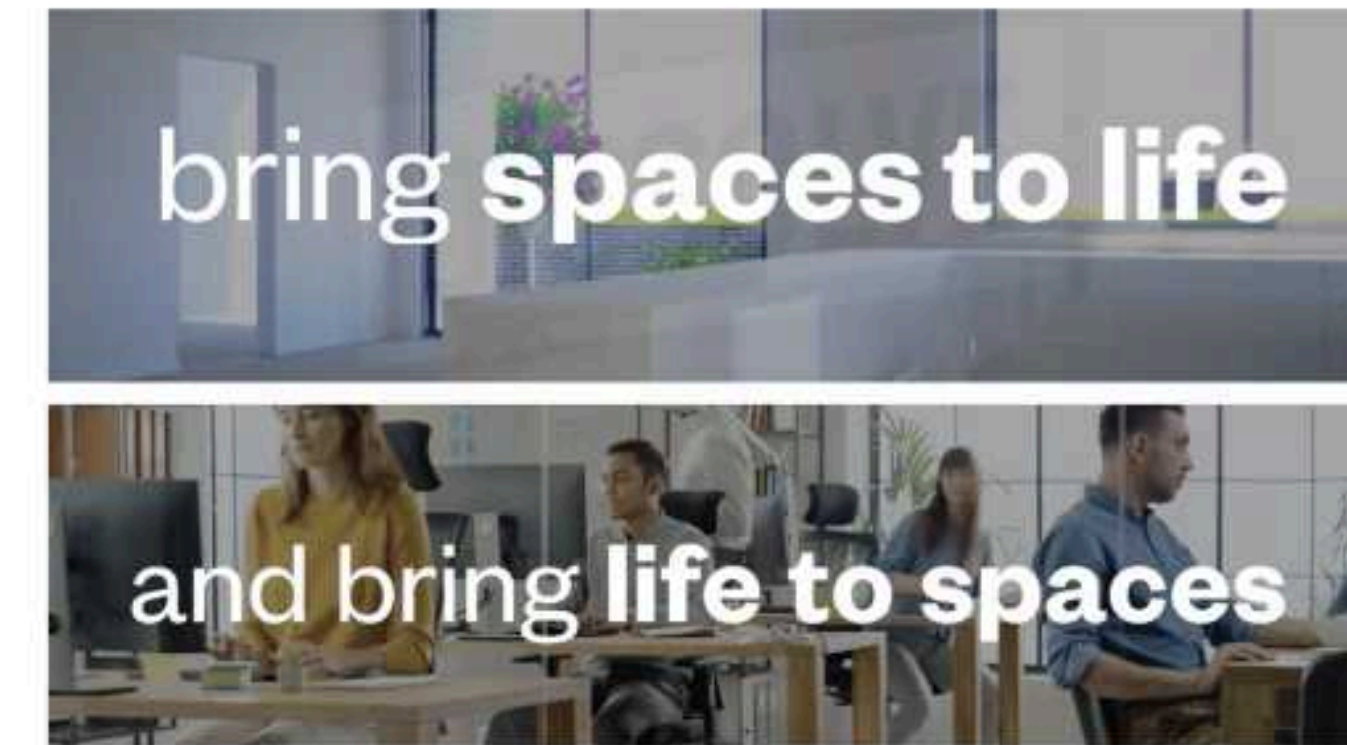
I wrote Cyncly's first website to support its merger.

This meant a lot of emphasis on story and brand, particularly the phasing out of the familiar incumbent companies, explaining the new brand and the opportunities ahead.

I helped write a video that explained the new brand and the five stages of inspiration through to installation.

### Results

Successful, sensible signaling of the merger. As for messaging, some playful headlines still survive even though the site and company proposition have evolved.



## GENIE-S BRAND AND SITE WRITE

A neat little project for a holding company that manufactures portable fragrance dispensers.

I introduced a nifty concept around being “more than **able** to please”, following up with benefits around being wear**able**, refill**able**, sustain**able**, etc.

## Results

If it ain't broke, don't fix it. The site is still as it was written eight years ago.

GENIE-S

Innovations Our brands About us Contact

It started with a spray...

Beginning with its first patent in 2004, Genie-S breathed magic into the global fragrance market by pioneering scent accessories.

Match the look with the mood

perfume pod

Accessible stylish vials in a range of competing colors and designs.

Launched in 2018, Perfume Pod collections combine practical product performance with simple design. Perfect for adventurers, party-goers and self-confessed style swappers.

[perfume-pod.com](http://perfume-pod.com)



## Bottle your brand

Opportunities await. Leading brands and retailers already use Genie-S to sell their own bespoke bottles.

As an original equipment manufacturer, Genie-S can make bottles that fit the requirements of our clients and appeal to their conscientious customers. From luxury and fashion to even health, wellness and eco-friendly product brands, any atomizable liquid can complement Genie-S.

BOSS Christian Dior LALIQUE  
PENHALGON'S SEPHORA Van Cleef & Arpels

Sense an opportunity?  
Get in touch with our [contact form](#).



GENIE-S

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Smart bottle magic

More than able to please

Portable

Refillable

Wearable

Sustainable

## AVRIOS REBRAND AND REWRITE

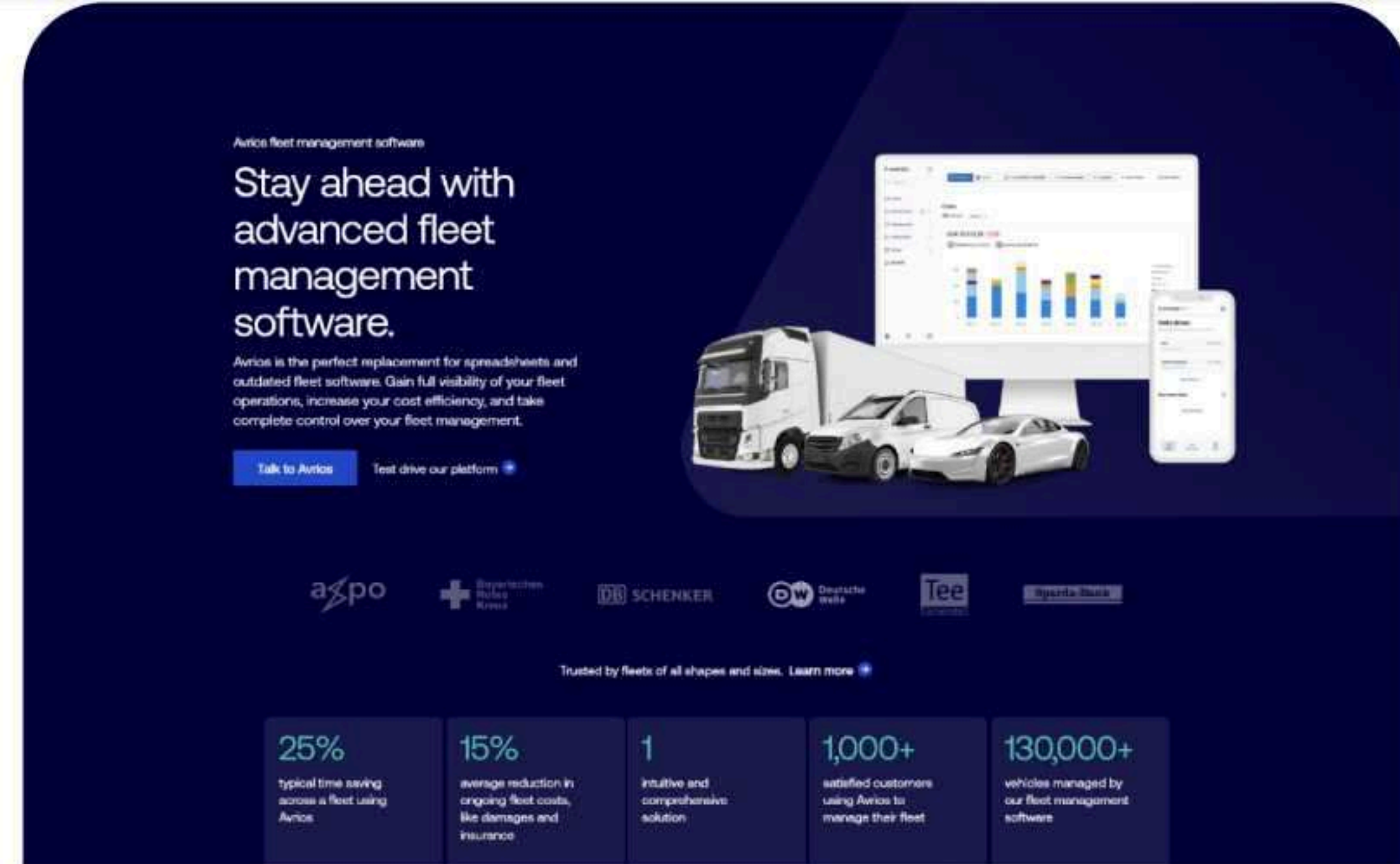
Fleet management startup Avrios revamped its site to be more premium as a way to reach both fleet expert and novices.

Its conversion-focused site, underpinned by the new proposition “Stay ahead”, had the ultimate CTA of booking a platform trial, while appealing to managers with different levels of fleet experience.

The site used real platform shots, client logos, stats, FAQs and other cues to reassure and persuade.

## Results

The new sophisticated site became the foundation for Avrios to attract even more enterprise clients and warrant a more adult and less startuppy rebrand.




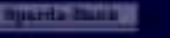


Avrios fleet management software

### Stay ahead with advanced fleet management software.

Avrios is the perfect replacement for spreadsheets and outdated fleet software. Gain full visibility of your fleet operations, increase your cost efficiency, and take complete control over your fleet management.

[Talk to Avrios](#) [Test drive our platform](#)

aspo |  |  |  | Tee | 

Trusted by fleets of all shapes and sizes. [Learn more](#)

<b>25%</b> typical time saving across a fleet using Avrios	<b>15%</b> average reduction in ongoing fleet costs, like damages and insurance	<b>1</b> intuitive and comprehensive solution	<b>1,000+</b> satisfied customers using Avrios to manage their fleet	<b>130,000+</b> vehicles managed by our fleet management software
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1,000+ fleet leaders use Avrios to keep their fleet ahead.

Replace complex spreadsheets and outdated software with a fleet platform that gives you the power to do so much more. Gain real insights about the true cost of your vehicles, automate tasks, streamline processes, and get valuable return on your investment to drive business growth sky high.

[Why Avrios](#)



### Take your fleet to the next level

Avrios empowers you to take full control of your fleet, drive business growth and stay ahead.

[Learn more](#)



### Optimise your fleet with confidence

Avrios gives you what you need to enhance everyday activities and manage your fleet with peace of mind.

[Learn more](#)

## MATRIX INDUSTRIES POWERWATCH2 FUNDRAISING MICROSITE

B2B thermoelectrics startup Matrix launched its second heat-powered smartwatch, the PowerWatch 2, on a microsite to convert visitors to back its fundraising.

The brand positioned the watch to appeal to competitive, survivalist tech geeks. The page artfully displayed benefits and included social proofing cues such as press mentions and past products to drive conversion.

### Results

In fewer than 24 hours, Matrix's PowerWatch 2 hit its \$100K fundraising target.

**BLAZE NEW TRAILS**

Link your cardio efforts to every run

WHAT OTHERS ARE SAYING...

"MATRIX Industries' latest PowerWatch looks like the closest anyone's ever come to making [self-charging] happen!"  
c|net

"One of the biggest concerns with modern smartwatches is battery life... MATRIX is well on its way to fixing that headache!"  
SPEEDWAY

"[With other smartwatches] you'd worry about whether the watch will last the full day. But MATRIX has made sure to account for this by adding solar-cell technology."  
VOX

EXPLORE PRODUCTS

POWERWATCH  
BLACK OPS  
POWERWATCH

SMARTER, TOUGHER, MORE POWERFUL THAN EVER

Here comes PowerWatch 2. Back with more features and more energy.

BACK UP ON INTERCOM

NEVER NEEDS CHARGING

FIT TO SURVIVE

Your body heat keeps MATRIX PowerWatch 2 running.

Take it off and it saves your data in memory and sleeps. Track the energy you produce with its power meter.

SOLAR AND THERMO POWER

More energy means more power

MATRIX PowerWatch 2 runs on both thermoelectric and solar-cell technology. Body heat and sunlight keep it powered.

What's the best way to show the PowerWatch to my friends?

Here's our favourite way to do it...

- Remove the PowerWatch and wait for the Real Time Display to show zero bars. This could take a minute or two. Shorten the time by setting the PowerWatch down on a cool surface
- Ask your good buddy to hold out their wrist
- Set the PowerWatch against their wrist and show them the Real Time Display bars suddenly increasing
- Say the magic words: "Thank you, your body heat just charged my battery!"
- Repeat this with several friends. Why not start a battle royale to see whose warm-hearted soul generates the most power?

## BLUESCAPE MEETING ROOM MAGIC

I conceived the idea and execution of this digital campaign, using the metaphor of an office to speak to the different features of this company's collaboration software.

Site visitors were taken to a bustling animation, which when clicked on, zoomed into a segment of the office and made the case for why their tool is similar but better than the old world.

## Results

The campaign ran for a quarter, helping boost traffic to other concurrent campaigns.



## Reclaim that meeting room magic

The best parts of work come from collaboration:

Hearing out everyone's craziest ideas in a spontaneous brainstorm.

That eureka moment when your team cracks a challenging problem together.

And getting shoulder-to-shoulder with your favorite colleagues to tackle your gnarliest problems.

These moments spark the innovation that moves your business onwards and upwards.

But you can't always get everyone in the same room. It takes more than an online whiteboard or Zoom meeting to keep the magic alive.

You need a versatile digital workspace that makes distributed collaboration easy and rewarding.

With the right workspace, your teams can do their best work - even if they're all over the world.

Dive in - we'll help you get those great moments back...

LET ME IN



Why Bluescape Solutions Partners Resources Company [Request a Demo](#)

## Great brainstorming in the meeting room...

Your creative teams come together to spitball, bounce thoughts around, and step up with your bravest ideas.

But in the room, you're often limited to an easel of scribbles. And when it's all over, it's a lot of effort to compile, organize, sense-check, rewrite, and reshare everything you talked about.

This transition means you lose those gems and nuances in the process - not to mention wasting precious time and resources distilling greatness into meeting minutes...

## ...Greater brainstorming with Bluescape

With Bluescape, you more effectively present, discuss, and preserve your content for collaboration - and keep the momentum all the way.

Compared with other brainstorm tools, you can bring any type of content to your workspace - and it's easy to draw, write, and add sticky notes to build and refine ideas.

Plus there's always a record of your brainstorm to come back to. Capture lightning in a bottle and preserve shared understanding after it's all over.

Explore more of this moment

LEARN MORE →

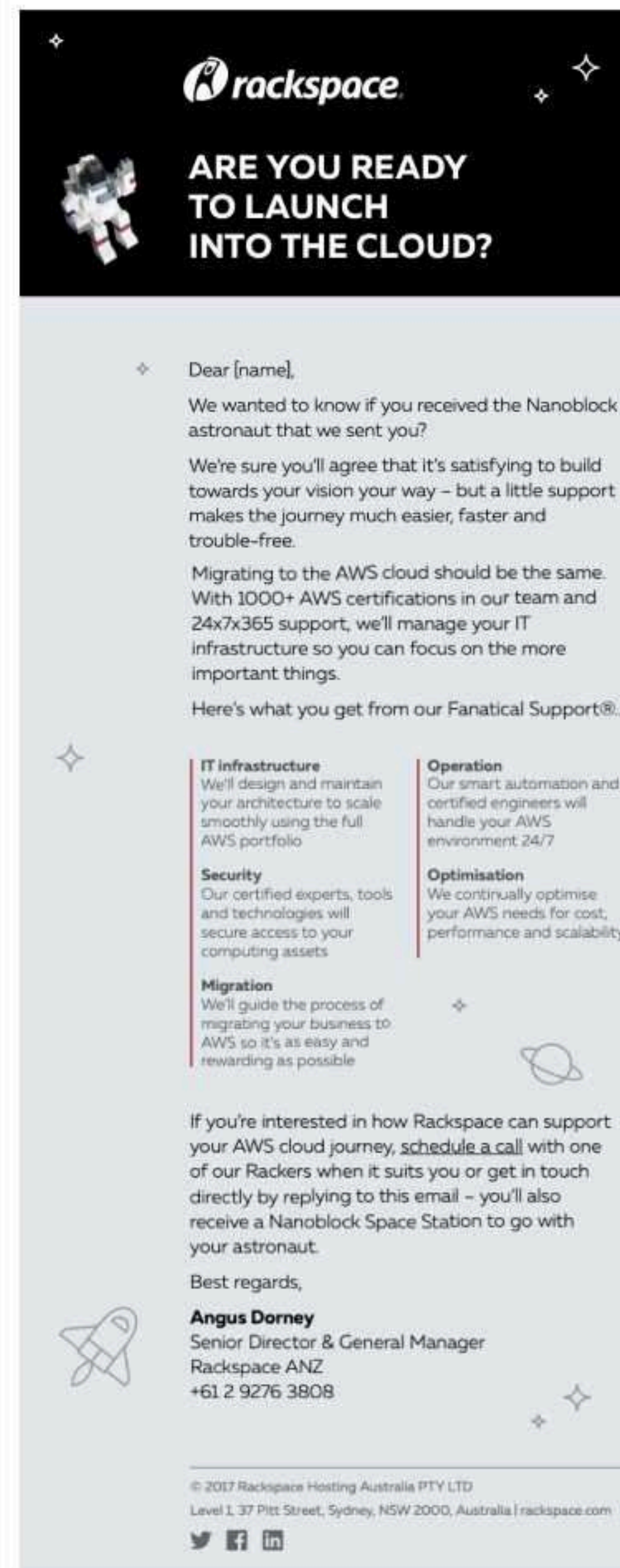
## RACKSPACE NANOBLOCKS CAMPAIGN

Prospects (CTOs at mid-large tech firms) were sent a direct mail with a Nanoblocks toy figurine and a link/QR to this landing page.

Converted users could watch a relevant case study video while they wait on a salesperson to get in touch (with promise of a follow-up toy to match). Laggards were nudged by email after a few weeks.

## Results

The campaign converted enough prospects successfully to warrant a follow-up Nanoblocks campaign (jungle themed).



**rackspace**

### ARE YOU READY TO LAUNCH INTO THE CLOUD?

Dear [name],

We wanted to know if you received the Nanoblock astronaut that we sent you?

We're sure you'll agree that it's satisfying to build towards your vision your way – but a little support makes the journey much easier, faster and trouble-free.

Migrating to the AWS cloud should be the same. With 1000+ AWS certifications in our team and 24x7x365 support, we'll manage your IT infrastructure so you can focus on the more important things.

Here's what you get from our Fanatical Support@:

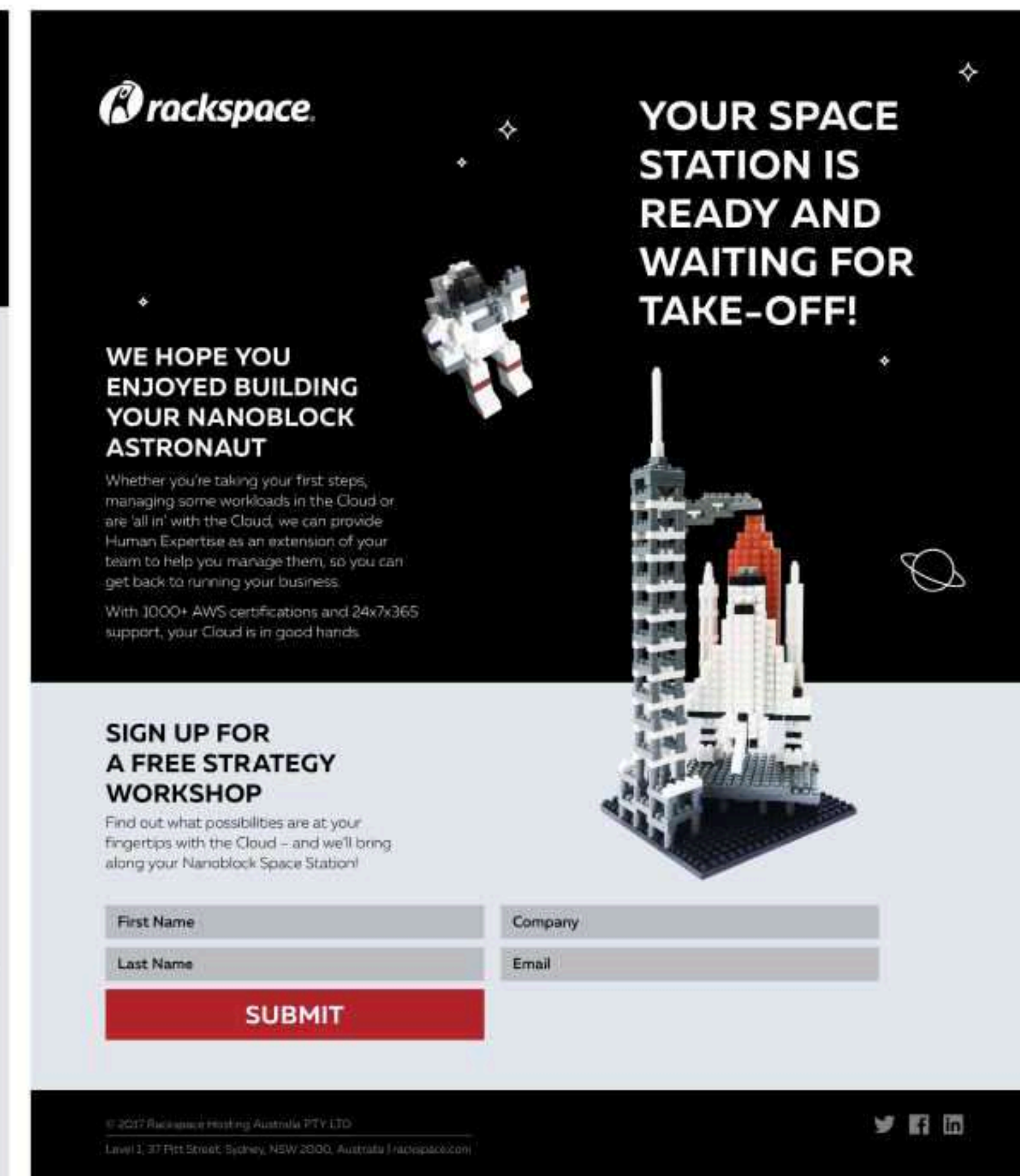
- IT Infrastructure**  
We'll design and maintain your architecture to scale smoothly using the full AWS portfolio
- Security**  
Our certified experts, tools and technologies will secure access to your computing assets
- Migration**  
We'll guide the process of migrating your business to AWS so it's as easy and rewarding as possible
- Operation**  
Our smart automation and certified engineers will handle your AWS environment 24/7
- Optimisation**  
We continually optimise your AWS needs for cost, performance and scalability

If you're interested in how Rackspace can support your AWS cloud journey, [schedule a call](#) with one of our Rackers when it suits you or get in touch directly by replying to this email – you'll also receive a Nanoblock Space Station to go with your astronaut.

Best regards,

**Angus Dorney**  
Senior Director & General Manager  
Rackspace ANZ  
+61 2 9276 3808

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### YOUR SPACE STATION IS READY AND WAITING FOR TAKE-OFF!

**WE HOPE YOU ENJOYED BUILDING YOUR NANOBLOCK ASTRONAUT**

Whether you're taking your first steps, managing some workloads in the Cloud or are 'all in' with the Cloud, we can provide Human Expertise as an extension of your team to help you manage them, so you can get back to running your business.

With 1000+ AWS certifications and 24x7x365 support, your Cloud is in good hands.

#### SIGN UP FOR A FREE STRATEGY WORKSHOP

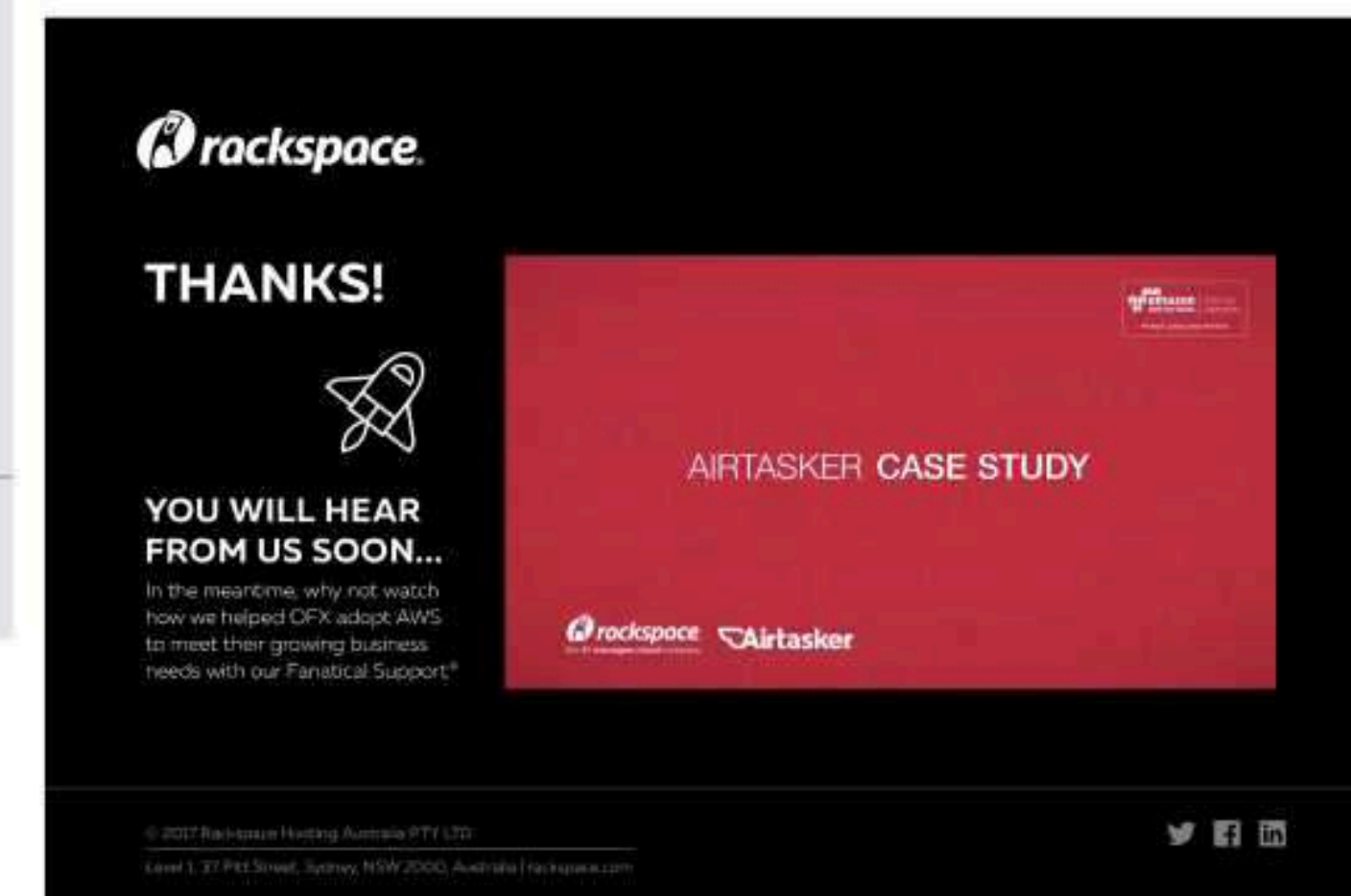
Find out what possibilities are at your fingertips with the Cloud – and we'll bring along your Nanoblock Space Station!

First Name  Company

Last Name  Email

**SUBMIT**

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### THANKS!

**YOU WILL HEAR FROM US SOON...**

In the meantime, why not watch how we helped OFX adopt AWS to meet their growing business needs with our Fanatical Support®

**AIRTASKER CASE STUDY**

**rackspace** **Airtasker**

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**THANK**

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**YOU**