



Business Development Through Stakeholder Engagement





Raising Visibility

for



- Starting position
- Leveraging HQ plan
- ATDC powers the growth
- Recognized leader

Raising Visibility

- Worldpay was largely unknown to Georgia media, electeds and thought leaders when VALEOpr was retained to lead a public affairs campaign
- Bold decision by Worldpay to lead ATPC provided first chance to engage elected leaders, and earned initial media coverage and inklings that Worldpay aspired to be the most-prominent company in “Transaction Alley”

CONVERSATION: REGIONAL ECONOMY

Call us “transaction alley.” Every time you swipe a credit card, you’re contributing to a leading industry in our region. Today, an industry executive writes that 70 percent of the nation’s credit card purchases are processed in Georgia. Also, the Gwinnett Chamber president touts that county’s growing economic ties with South Korea and an upcoming business trip to East Asia. To comment, go to: <http://blogs.ajc.com/atlanta-forward/>

GUEST COLUMN

‘Transaction Alley’ can help state grow

By Tony Catafano

Americans will spend nearly \$640 billion this holiday season. More than 37 percent of purchases will be made with credit cards. Seventy percent of consumers plan to give gift cards, bringing gift card spending to nearly \$30 billion. Astonishingly, 70 percent of each credit swipe is processed in Georgia, and gift cards are mostly powered by local companies.

The Financial Transaction Processing (FTP) industry provides infrastructure for, and



Tony Catafano, CEO of WorldPay, is a founding member of the American Transaction Processors Coalition.

Georgia is home to more than 70 FTP companies including merchant acquirers and card processors WorldPay, Elavon, First Data and Global Payments.

requirements with the potential to cripple innovation and make us less globally competitive. As a result, Georgia’s congressional delegation and state leaders have the unique opportunity to protect, nourish and grow “Transaction Alley,” which is poised to become a renowned cornerstone of our economy.

That’s why WorldPay and several leading companies recently launched the American Transaction Processors Coalition. We will tell our story to elected leaders and try to ensure their legislation does not harm industry growth. At the same time, we plan to seek uni-



- VALEOpr led a campaign that set the foundation for Worldpay’s leadership as an innovator and job catalyst in Georgia

Raising Visibility: HQ Move

- Worldpay moved their US HQ from the suburbs to vibrant Midtown corridor – we leveraged that to raise the company’s profile and set the roots of important relationships, like that of Mayor Reed and Invest Atlanta
- Resulting media relations and our campaign to introduce Worldpay leaders to key Georgia decisionmakers expanded the reputation growth



WorldPay to double US workforce on Atlanta relocation

10 December 2014 | 5424 views | 0



London-based payments processor WorldPay is to spend \$10 million to relocate its US headquarters and 617 employees to Atlanta, amid plans to double its American workforce over the next four years.

Worldpay will occupy 130,000 square feet over six floors of the 201 17th Street office building located in Atlanta’s Midtown business district, the company has confirmed, following a competitive national search.

HQ move established initial innovator and local job creator credibility

- 25 media stories as a result of VALEOpr direct media pitching
- 41 secondary stories mentioned Worldpay with other major players moving into Midtown Atlanta, investing in innovation, and leading regional economic and workforce development

Raising Visibility: ATDC

- Worldpay decided to become prime sponsor of Advanced Technology Development Center FinTech Incubator, which expanded and cemented relationships with key innovation, government and business influencers
- Announcement media activity expanded and cemented the company's reputation as an innovative, job-creating juggernaut
- Worldpay is now included in virtually all media coverage about innovation, jobs and both combining to Midtown
- CEO Tony Catalfano featured and exalted as the "face of Transaction Alley" at events and in media
- This success set stage for deeper engagement with influencers like Mayor Reed, Georgia Governor, etc.



ATDC investment secured inclusion in innovation cluster and jobs narrative

- 10 print and online stories reached hundreds of thousands of readers and 3.2 million unique visitors digitally
- Announcement also featured in two radio pieces, reaching more than 825,000 listeners; and six segments on Atlanta's top news station (WSB-TV)
- 66 stories mentioned Worldpay since HQ move announcement in Dec. 2014

Raising Visibility: Building on Media Momentum

- Campaign Phase Two continued media momentum and deepened media and thought leader value and awareness of Worldpay
 - Continued promoting HQ move through workforce engagement, ATDC accelerator events, CSR and marketing
 - Executive leadership team thought leadership: speaker's bureau; and media relations
 - Stakeholder meetings with elected officials

VIP Stakeholder Meetings

Georgia Lieutenant Governor Casey Cagle

Atlanta Mayor Kasim Reed

Cesar Mitchell, ATL City Council President

Kwanza Hall, ATL City Council – mayoral candidate

Ivory Lee Young Jr., ATL City Council – Worldpay HQ

John Eaves, Fulton County Commission Chair

Chris Clark, Pres/CEO Georgia Chamber

Doug Hooker, Exec. Dir. , ATL Regional Commission

Kevin Green, Pres., Midtown Alliance

ELT Speaking Opportunities

Electronic Transaction Alliance Southeast Conference

Buckhead Rotary Club

Atlanta Downtown Rotary

Metro Atlanta Chamber

Midtown Rotary Club

SouthWired

Women in Technology

American Marketing Association – Atlanta

Raising Visibility: Telling A Powerful Story

VALEOpr built a narrative to demonstrate the impact of Worldpay and why their role was important as a partner in Atlanta and beyond. The messaging was woven through talking points, materials, etc. *Sample language is below...*

Topline Message

Atlanta is home to FinTech and a payment “legacy technology” industry with roots going back decades. However the industry has become a hulking dinosaur of sorts, with new investment in innovation and talent required to prevent these companies from going the way of that species.

Worldpay US is investing in companies and technologies, and building relationships with elected and business leaders through public and private partnerships to secure Transaction Alley national, and America’s global prominence. This requires serving as the crossroads for international and American start-ups, companies and government to convene and share best practices, ideas and resources.

Marketplace Messages

- The world is changing as consumers now dictate how they interact with merchants, and are demanding increased speed, flexibility, security and control
- As a result, merchants are turning to payment companies and demanding new ways to deliver products and services to consumers with the desired speed, security and creativity
- Key issues of security, privacy and data protection will limit consumer trust in the industry if not planned for, managed and monitored
- Greater collaboration, ideation and action is required to meet the changing global payments marketplace or the U.S. (and Transaction Alley) will lose its pole position without these investments

Raising Visibility: Continued Engagement

VALEOpr built a plan to continue driving momentum for Worldpay visibility, and to continue expanding and deepening their relationships with influencers and target customers. VALEOpr crafted plans for further engagement including:

- Targeted sponsorship and advertising initiatives
- Corporate Social Responsibility programs including adopting a local elementary school and introducing STEM programming
- Collaborating to develop a local community incubator culture