

# MMS Product Overview

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## MiniMailers

MiniMailers are media messaging solutions that are delivered directly to a consumer’s messaging inbox. Similar to email, they are designed to offer businesses all the functionality of bulk email campaign, but are displayed interactively as a message on the consumer’s mobile device.

MiniMailers' messages allow for the use of imagery, media and can be personalised for individual customers. MiniMailers' messages deliver greater levels of customer interaction due to their rich media content, interactive display as well as being highly personalized.

### Benefits:

- Far better delivery reach than Email and traditional Post
- Utilise as Infographic, Instruction Manual or Legal and Compliance Letters
- Easy accessibility for faster referencing
- Full personalisation (recipients' name, dates and statement information etc.)
- Detailed Reporting

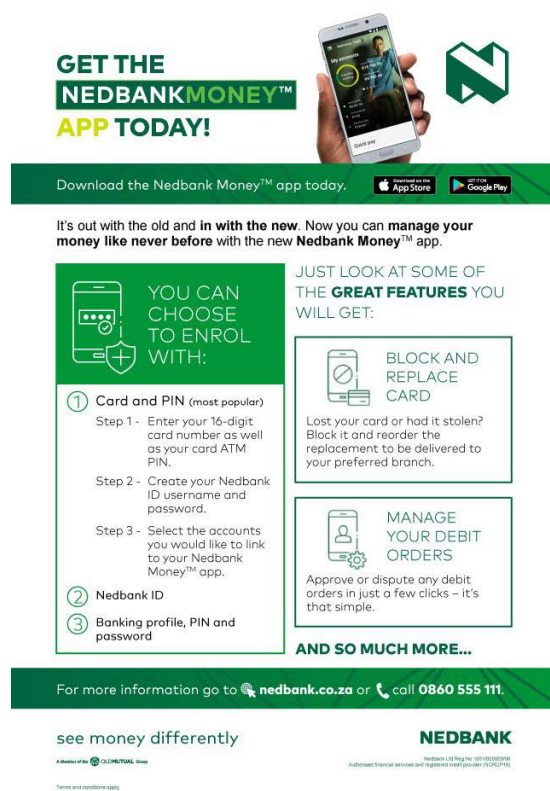
### Limitations:

- Only available for smartphones – good penetration rates at 70%+
- The design is constrained by network sizing limitations



### Example: Video Content:

The image displays four promotional panels for the Nedbank Mobile Banking app, arranged horizontally. Each panel has a green background with a white Nedbank logo in the top right corner. The first panel on the left features a hand holding a smartphone displaying the app's 'My accounts' screen. The text reads: 'DON'T MISS OUT ON EVEN MORE CONVENIENT MOBILE BANKING'. Below the phone, it says 'see money differently' and 'NEDBANK'. The second panel lists three features: 'QUICK PAY' (Send money to your family and friends), 'BUY PREPAIDS' (Buying airtime and electricity is now as easy as saying 'Hello'), and 'BLOCK AND REPLACE CARD' (Immediately in the palm of your hands, no call centre needed!). The third panel promotes downloading the 'NEDBANK MONEY™ APP TODAY' with 'Nedbank Money' search bars and 'Download on the App Store' and 'GET IT ON Google Play' buttons. It also says 'and simply register with your card and ATM PIN.' The fourth panel asks 'Have any questions on the Nedbank Banking™ app?' and 'Feel free to contact us anytime on 0860 555 111 and we will help you to get started!'. It also includes 'see money differently', 'NEDBANK', and small text at the bottom: 'Nedbank is a registered financial services provider (FSP) and a member of the FSC (FSC09781601)'. The overall design is clean and modern, using a consistent color palette and font style.

## Examples: MiniMailer Image:



**GET THE NEDBANKMONEY™ APP TODAY!**

Download the Nedbank Money™ app today.  

It's out with the old and in with the new. Now you can **manage your money like never before** with the new **Nedbank Money™** app.

**YOU CAN CHOOSE TO ENROL WITH:**

- 1 Card and PIN (most popular)**  
 Step 1 - Enter your 16-digit card number as well as your card ATM PIN.  
 Step 2 - Create your Nedbank ID username and password.  
 Step 3 - Select the accounts you would like to link to your Nedbank Money™ app.
- 2 Nedbank ID**
- 3 Banking profile, PIN and password**

**JUST LOOK AT SOME OF THE GREAT FEATURES YOU WILL GET:**

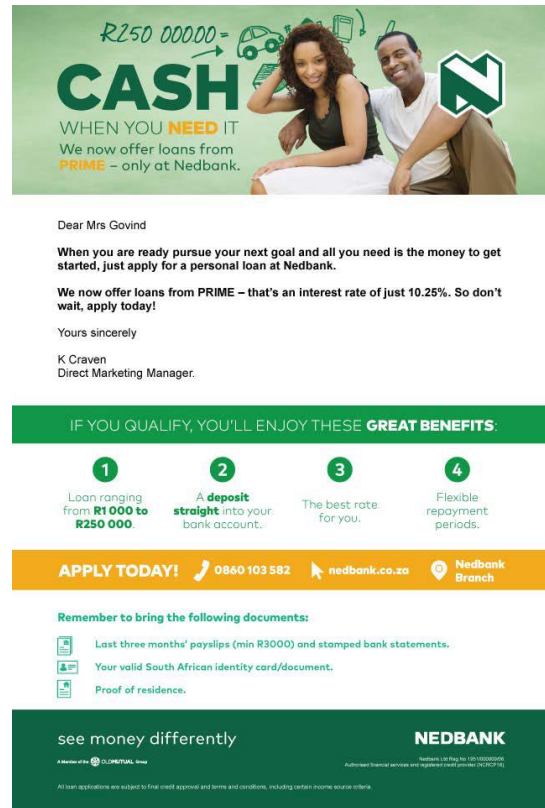
**BLOCK AND REPLACE CARD**  
 Lost your card or had it stolen? Block it and reorder the replacement to be delivered to your preferred branch.

**MANAGE YOUR DEBIT ORDERS**  
 Approve or dispute any debit orders in just a few clicks – it's that simple.

**AND SO MUCH MORE...**

For more information go to [nedbank.co.za](http://nedbank.co.za) or call **0860 555 111**.

see money differently **NEDBANK**  
Member of the @DISCONTAL group  
 Authorised financial services and regulated credit provider (NCRCPFI)



**R250 000.00 = CASH**  
 WHEN YOU **NEED IT**  
 We now offer loans from **PRIME** – only at Nedbank.

Dear Mrs Govind




**When you are ready pursue your next goal and all you need is the money to get started, just apply for a personal loan at Nedbank.**

**We now offer loans from PRIME – that's an interest rate of just 10.25%. So don't wait, apply today!**




Yours sincerely  
 K Craven  
 Direct Marketing Manager.

**IF YOU QUALIFY, YOU'LL ENJOY THESE GREAT BENEFITS:**

- 1** Loan ranging from **R1 000 to R250 000**.
- 2** A **deposit straight** into your bank account.
- 3** The best rate for you.
- 4** Flexible repayment periods.

**APPLY TODAY!**  **0860 103 582**  [nedbank.co.za](http://nedbank.co.za)  **Nedbank Branch**

**Remember to bring the following documents:**

-  Last three months' payslips (min R3000) and stamped bank statements.
-  Your valid South African identity card/document.
-  Proof of residence.

see money differently **NEDBANK**  
Member of the @DISCONTAL group  
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## MMS:

MMS (Multimedia Messaging Service. It was built using the same technology as SMS to allow SMS users to send multimedia content. It's most popularly used to send pictures, but can also be used to send audio, phone contacts, and video files.

## Types of MMS Packages:

- Standard (Mixture of feature and smart phones)
- Smart phone only (MMS only)
- Smart phone only (Static only)
- Smart phone only (MMS and Static)

## Guideline for Content

Design considerations to keep in mind:

- The amount of information (text)
- How complex the animation is (if any)
- Graphic usage
- Voiceover length

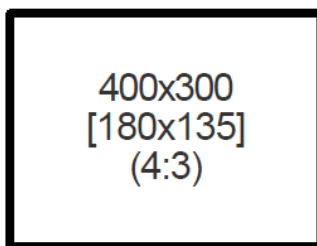
## MMS Size

- For smart phone users: <300kb
- For feature phone users: <100kb

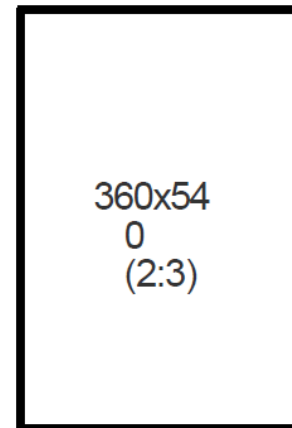
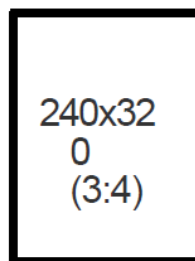
## MMS Dimensions

# MMS dimensions

Because size matters!



**Feature phones**



**Smart phones** (or  
beyond)

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## Recommendations

- A general rule of thumb
  - Script length < 110 words (less than 40 secs)
- Static elements should remain in the same place across slides
  - (Any movement will increase the size of compressed result)
- Keep slide count to 6 or less
- Avoid impossible instructions (click here or copy this link)
  - (Rather say click on the link that follows, search for 'promotional product' or go to our site)
- Legibility is key as mobile phone screens are tiny.
  - Mobile phones are usually held around 30cm away, to ensure legibility, setting a minimal type size is recommended. e.g. For 400x300, set minimal type size at 12px. (Fine prints are usually just a little smaller than the minimal type size)

## Sales Process and Support

### MMS Campaign Data

- Client will send data to relevant Cellfind account executive 10 business days before campaign start date, in order for all mobile phone numbers to be checked for MMS capability.
- IMImobile has 5 business days to provide Cellfind with feedback regarding data integrity supplied.
- Cellfind then has 5 business days to provide Client with feedback regarding data integrity from IMImobile.

### MMS Visual Creative

- All MMS visual creative needs to be completed within 10 business days from time of written brief from Client. If the visual creative is not received within 10 business days.

### MMS Voice Over Recording

- All MMS audio productions need to be completed within 10 business days from time of approved storyboard.
- Client has final approval on the voice artist used for voice recordings.
- If a chosen voice over artist is not available, a substitute will be found which is acceptable. If no substitute is available that is acceptable to the Client, the campaign will be delayed until the chosen artist is available.

### MMS Campaign Delivery

- No communications may be sent to customers without the written approval from a Client representative.
- No changes will be made to MMS visual creative after sign-off and the correct version of the MMS will be sent to customers.

### MMS Campaign Reporting

- Detailed reports from campaigns must be supplied to Cellfind within 7 (seven) working days after campaign end date.

### MMS Campaign Management

- Maximum, daily MMS volume is dependent on the capacity constraints specified by each Mobile Network Operator.

- IMImobile will assist Cellfind who will assist our Client to schedule campaigns in such a way that when a call centre is involved, smaller volumes can be sent per hour over multiple days to prevent the call centre being flooded with calls.

MMS	
MMS Conversion	1 Day <b>per Storyboard</b>
Voiceover Recording	1 – 2 Days
MMS Build	6 – 10 Hours once all elements are received
Mini Mailer Conversion	1 Day

### IMI Campaign Management:

**IMImobile Contact: (Campaign Brief and execution)**

**Name:** Carla Miller

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**Mobile:** +27 83 258 3131

### MMS Rate Card:

Setup	Estimated Volume	Description	Cellfind/Client
Video / MMS Creative	1	Per Design / Creative Ingestion once off	R6500.00
Video Clips (If Required)	1	Per Clip	R4000.00
Music / Sound Clips (If Required)	1	Per Clip	R3500.00
Voice Over Recording (If Required)	1	Per Recording	R3000.00
	Estimated Volume	Description	Cellfind/Client
MMS Video (Static and Non Personalised)	<500 000	Static and NP video	R1.30
	500 000 - 1 000 000	Static and NP video	R1.20
	1 000 000 +	Static and NP video	R1.10
	Estimated Volume	Description	Cellfind/Client
MMS Video (Animated and Personalised)	<500 000	Animated and Personalised	R1.30
	500 000 - 1 000 000	Animated and Personalised	R1.20
	1 000 000 - 2 000 000	Animated and Personalised	R1.10
	2 000 000 +	Animated and Personalised	R1.00
	Estimated Volume	Description	Cellfind/Client
MMS MiniMailer (PNG)	<500 000	PNG	R1.10
	500 000 - 1 000 000	PNG	R1.00
	1 000 000 +	PNG	R0.90