



Papaya Case Story

One of our recent cases in the agency has been Papaya. Founded by Hugo Padilla, a Venezuelan who lived most of his life abroad in New York City, working for Citibank in the complaints sector.



Hugo Padilla

He always had a dream of helping his home country. So, he came up with an idea! A way for Venezuelans across the diaspora to have an easy virtual wallet. Medo Pay was invented.



He launched the product, and he had great success among a particular profile of clients (medium high income); however, he still believed there was something to do to help lower-income clients. For this reason, he contacted the agency to understand what should be done to connect with the target. He wanted us to look at the brand, was it the right message, and what should be done to reach these people?



Keep calm. Soon receive remittances will be papaya (Easy as pie)



Mantengamos la calma. Pronto lo de recibir remesas se nos va a poner papaya.



Finally, Venezuelans receive remittances will be easy as pie. One of the many teaser campaign posts.



To understand what should be done, we started to check the most significant need of this target audience. Without any doubt, we concluded that “easy” is a luxury that low-income people cannot easily find. This target used to have problems and complications, everything for these people has been a struggle; everything for them has been an uphill battle. So for us, it became clear that we need bring to the market an app that is not just easy to use but an easy brand to recognize and be understood...Papaya!

“Papaya is a common expression used in Venezuela to say that something is very easy”



←
the fastest and safest way to send remittances to venezuela



papaya

What better name for the product! However, What a challenge! Guys, trust us, it is not easy to ask an entrepreneur to change the name, color, and overall brand once they had already been up and running. The arguments, however, were so strong that there was no option but to change.

We went on from creating the name to the design of the webpage, creation and production of commercials, and of course, managing all social media channels. One of the things we loved about working on this project was the massive level of trust that Papaya's team placed on us from day one.

Their team respected the value and importance of marketing and allowed us to make the decisions we needed to make so that their company can take off to new heights.



→
send and receive remittances quickly and safely

↑
Now the money that I send to my mother in Maracay goes directly to her bank account

If you have a company that's looking to go to the next level, contact us to write a new chapter of your story.

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