

Championing the New PayPal Brand Central

MBLM's award-winning software platform, BrandOS, unites disparate tools and information into a cohesive new destination for employees, partners, and agencies.

NEW YORK — Nov. 22, 2016 — MBLM, the Brand Intimacy Agency focused on strategy, design, creative, and technology, announced today that it has received a platinum MarCom Award for PayPal's Brand Central in the category of Brand Management & Social Collaboration. MBLM was recognized for successfully creating an extensive brand management platform for PayPal that launched earlier this year.

PayPal, founded in 1998, is a global payments platform with 192 million active customer accounts in more than 200 markets. It enables customers to receive payments in over 100 currencies. Following a rebranding in 2014, the company wanted to better support its brand for its 18,000 employees and network of partners and agencies by providing robust tools, insights, assets, and guidelines.

"After a detailed search, we chose MBLM's BrandOS platform because it combined the best features with a highly customizable user experience," stated Fiona Naughton, PayPal's senior director of global brand planning. "We are pioneering a fair, safe, and inclusive financial platform so that more people can have more control over their own money all over the world so delightful experiences are very important to us for both our customers and within our business. When your brand has such a crucial purpose, it is great to know that there are partners like MBLM that share your commitment and appetite for designing brilliant moments for everyone who encounters the PayPal brand."

Some key aspects of Brand Central include a dynamic Pulse screen that welcomes users and promotes the latest marketing news and achievements from across the PayPal global network. There is also an extensive library of company research that delivers insights according to market or audience segment. Additionally, Brand Central features an extensive image bank, detailed brand guidelines, and a dynamic help desk that streamlines all requests, reviews, and assistance.

"Following a soft launch earlier this year, we have been thrilled to see the use and adoption of Brand Central increasing," stated Mario Natarelli, MBLM's managing partner. "With a single destination for the brand now available, we've witnessed a stronger understanding and governance around the PayPal brand with more 'on-brand' results."

About MBLM

MBLM is the Brand Intimacy Agency, dedicated to creating greater intimacy between people, brands and technology. With offices in nine countries, our multidisciplinary teams help clients deliver stronger marketing outcomes and returns for the long term. To learn more about how we can help you create and sustain ultimate brand relationships, visit mblm.com.

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