

# MasterCard Messaging Framework

PROMISE	To help small businesses run and grow their business by providing simple access to leading business tools at a cost effective price point.
POSITIONING STATEMENT	Available to MasterCard business card holders, MasterCard Business Owner's Toolbox offers access to <b>market leading business tools and software</b> combined with <b>unlimited ongoing telephone support</b> . This combination of value is not available to small businesses anywhere else in the world at present.
TARGET AUDIENCE(S)	Business MasterCard holders who: <ul style="list-style-type: none"><li>• want to grow their business</li><li>• want to run their business more effectively or save time</li><li>• want to use market leading solutions to attract new customers, manage cash flow or safeguard their business</li><li>• want to explore how using the 'Cloud' can help them run or grow their business</li></ul>
DETAILED POSITIONING STATEMENT	<p>For small business owners who have a Business MasterCard, MasterCard Business Owner's Toolbox provides access to leading business tools. Compared to buying direct, customers get greater value for money due to discounted pricing, free Toolbox dollars to use towards subscriptions, time saved identifying which tools to use, and added benefits such as a single point of access to unlimited customer support, a single monthly bill, the ability to easily add and remove apps, and single sign-on.</p> <p>Position MasterCard as:</p> <ul style="list-style-type: none"><li>• The provider of MBOT, and invested in helping small businesses succeed, grow, and deal with key business risks</li><li>• The sponsor of MBOT Credits, in place to reduce the barriers to entry for small businesses to deploy market-leading cloud based applications</li></ul> <p>Position MBOT as:</p> <ul style="list-style-type: none"><li>• A platform that offers access to multiple discounted business tools with added benefits that deliver greater value than buying direct<ul style="list-style-type: none"><li>○ Access to a set of curated tools that have been tried and tested for small business</li><li>○ Unlimited single-point-of-access customer support to answer questions on how to use the apps</li><li>○ The ability to easily add and remove apps to customize the Toolbox based on business needs</li><li>○ The ability to subscribe to multiple tools and pay a single monthly bill</li><li>○ The ability to access all subscribed tools with a single login and password</li></ul></li></ul>
KEY TAG LINE	Drive your business forward.

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DESIRED PERCEPTION	<ul style="list-style-type: none"><li>• I can run my business from any device with an internet connection, enabling me to get more done and mobilizing my workforce</li><li>• MasterCard enables me to access tried and tested business applications, at a lower cost, and provides access to a helpline if I get stuck using the applications</li><li>• As a Business MasterCard holder, I have been awarded X Free Toolbox Dollars which I can apply to reduce the cost of subscribing to business tools</li><li>• I didn't know much about cloud-based applications, but with MBOT I didn't have to do any background research, and I can access credible tools I need for my business easily and for a discounted price.</li><li>• I was apprehensive to start using cloud-based applications because I didn't have the time to learn new software, but with MBOT I can access a dedicated customer support line where I can get instant help on how to use any MBOT app</li><li>• It would have taken a long time for me to move my business to cloud-based applications, but MasterCard made it cost effective and easy to access</li></ul>
25-WORD DESCRIPTION	MasterCard Business Owner's Toolbox provides discounted access to trusted business tools, and unlimited customer support to help business owners operate, grow, and protect their business.
75-WORD DESCRIPTION	MasterCard Business Owner's Toolbox provides discounted access to tools, and unlimited customer support in using the tools to help business owners operate, grow, and protect their business. These business tools and support can help business owners run their business more efficiently, freeing up time to focus on more critical matters. MasterCard understands the challenges of running a small business, and is attempting to reduce the barriers to access business tools through the MasterCard Business Owner's Toolbox by offering free Toolbox Dollars to reduce the price of using the application and other added benefits not found elsewhere.
100-WORD DESCRIPTION	MasterCard Business Owner's Toolbox provides discounted access to tools, and unlimited customer support in using the tools to help business owners operate, grow, and protect their business. These business tools and support can help business owners run their business more efficiently, freeing up time to focus on more critical matters. MasterCard understands the challenges of running a small business, and is attempting to reduce the barriers to access business tools through the MasterCard Business Owner's Toolbox by offering free Toolbox Dollars to reduce the price of using the application and other added benefits not found elsewhere.  Customers who subscribe to business tools through the MasterCard Business Owner's Toolbox will have access to dedicated customer support to answer questions on how to use any application; a single monthly bill for all subscriptions; the ability to add and remove apps based on their business needs; and the ability to access their tools through a single sign-on.

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MBOT HEADLINE MESSAGES	Curated and Tested	Unlimited Single Point of Support	Single Point of Billing
DESIRED PERCEPTION	<p>Everyone is talking about the cloud, but I didn't know how to get on board. With MBOT, I can access trusted applications without worrying about researching all the solutions available. This way I can be assured I am using quality applications, and not wasting any time or money.</p>	<p>Running a business is time consuming, and doesn't leave very much time to learn how to use new applications and software. MBOT offers me unlimited customer support from a single point of contact where I can get instant answers to my questions via phone, web chat, or e-mail so that I never get stuck on how to use my tools.</p>	<p>Managing my business finances is difficult enough, without adding multiple new vendors to pay for business tools each month. With MBOT I can subscribe to multiple applications, but only pay one aggregated bill at the end of every month. I also know that MasterCard is trusted and that my payment details are safe and secure.</p>
MBOT HEADLINE MESSAGES	Add and Remove Apps	SSO	
DESIRED PERCEPTION	<p>MasterCard understands that small businesses are dynamic and ever changing and growing. With MBOT I don't need to purchasing software or licenses outright – I have the ability to add and remove subscriptions to applications monthly, so that I am only ever paying for the tools my business needs.</p>	<p>As a business owner, I have so many things on my mind at all times. I don't have time to remember 6 different logins and passwords, and recall them every time I want to use an application. With MBOT I can access all my tools in one place, with a single login and password so that I don't waste time.</p>	