

Vodafone  
 Animation Script  
 Introduction to M-Pesa

	Action	Voiceover
1.	<p>We fly towards a small world – like the planet in the story The Little Prince.</p> <p>Around the edge of the planet are different regions representing the country:</p> <ul style="list-style-type: none"> <li>- A modern city of gleaming skyscrapers</li> <li>- The pyramids of Giza</li> <li>- A savannah, including a giraffe and elephant</li> </ul> <p>We don't dwell on these – instead we push in to the city.</p>	<p><i>Sub-Saharan Africa is one of the fastest-growing economies in the world.</i></p>
2.	<p>We're on a busy street in our contemporary African city. High-end stores surrounded by glass and chrome skyscrapers. We could be in New York.</p> <p>Large in the foreground, a wifi-style signal is transmitted from a smartphone (we don't see the owner).</p> <p>Luxury cars drive past, revealing the figures "690 million" and "\$75 billion".</p>	<p><i>The cities are booming and as a result, E-commerce is increasing rapidly.</i></p> <p><i>In fact, by 2025, 690 million sub-Saharan Africans will have smartphones - and ecommerce will be worth \$75 billion.</i></p>
3.	<p>In the foreground, our smartphone becomes more prominent, revealing the screen.</p> <p>On it we see an e-commerce site.</p> <p>A finger pushes the "buy" button.</p>	<p><i>It's an exciting time for consumers and a huge opportunity for online businesses.</i></p>
4.	<p>The background transforms into a map of Africa. The map is split into a pie chart with two segments of roughly 20% and 80% - the 80% portion has a picture of a credit card with a cross through it.</p> <p>Our smartphone screen changes to a "Payment Method" screen.</p> <p>One of the options is M-Pesa, which the finger chooses.</p>	<p><i>But with less than 20% of the population having access to traditional online payment methods, like credit or debit cards, it's vital for merchants to accept a local alternative like M-Pesa.</i></p>

	The screen says “Thank-you for your purchase!”	
5.	<p>The phone disappears leaving our map now in full view. The pie chart spins until the continent is a single M-Pesa colour. The country borders are indicated.</p> <p>Icons representing M-Pesa land on the territories where it is active. The words Kenya, Tanzania, Mozambique, Ghana, Lesotho, Egypt and DRC are on the icons at the appropriate places.</p>	<i>M-Pesa is Africa’s leading local payment method, dominating the market.</i>
6.	<p>We pull out of the map and see that it is a poster on the wall of a store. The words “40 million Customers” appear on the map.</p> <p>In the store we see a prominent till at the service counter.</p> <p>A customer uses M-Pesa to pay and the till screen displays the figure “€147bn”.</p>	<p><i>40 million customers already use this safe, trusted and affordable way to pay, send and receive money, get short-term loans and much more.</i></p> <p><i>In fact, in 2019, our customers used M-Pesa for transactions worth €147bn.</i></p>
7.	<p>Cut to our small planet with its city, pyramid and savannah.</p> <p>A quick spin, and now it has the Statue of Liberty, Mount Rushmore and a city of skyscrapers on it.</p> <p>Push back into the city and we’re inside the offices of a smart tech business. The statue of Liberty can be seen out the window.</p> <p>On screen we see the single interface, connecting to all 7 markets represented by their icons. It looks like 7 cables reaching out from a single point.</p> <p>A padlock unlocks near the centre – and the orders start flooding in, indicated by lots of icons moving down the wire to the centre.</p>	<p><i>Accepting M-Pesa is really straightforward.</i></p> <p><i>With a single integration via OpenAPI, our slick, simple &amp; secure user interface unlocks all 7 of our markets seamlessly.</i></p> <p><i>Giving you access to 40 million new customers in one easy step. And we’re growing fast.</i></p>
8.	<p>Transition back to our map of Africa as a background.</p> <p>As each word is spoken, an icon animates representing that key selling point. Words appear beside it as follows:</p> <p>Icon 1: M-Pesa is the leading local payment method in Africa (40m+ customers)</p>	<p><i>Leading, trusted, secure and simple.</i></p> <p><i>Add Pay by M-Pesa to your service and discover a whole new market in Africa.</i></p>

	<p>Icon 2: M-Pesa is recognised as a trusted brand in the region</p> <p>Icon 3: M-Pesa has a slick, simple &amp; secure UX</p> <p>Icon 4: A single integration unlocks M-Pesa in 7 markets (icons for 7 markets appear too)</p>	
9.	The logo animates while the key selling points above stay on screen.	
End		