

Rethink x Enterprise

Rethink x Enterprise Creative Platform

Concept and Toolkit

Note:

This Rethink x Enterprise concept/toolkit has been produced to inspire and inform both in-house creatives and external agencies working on Enterprise communication. The document is a development of PayPal's Brand Guidelines rolled out in 2022 – it is not a replacement, and these guidelines still apply.

Rethink was first conceived for the SMB segment and here we give a brief overview of the original concept, before going on to explain how the concept has been developed for the Enterprise world.

The creative examples at the end of the document are purely designed to showcase the concept and present what assets could look like. Both the copy and images you see have not been legally approved for external usage. Here is the [link](#) to the more extensive Rethink for SMB guidelines.

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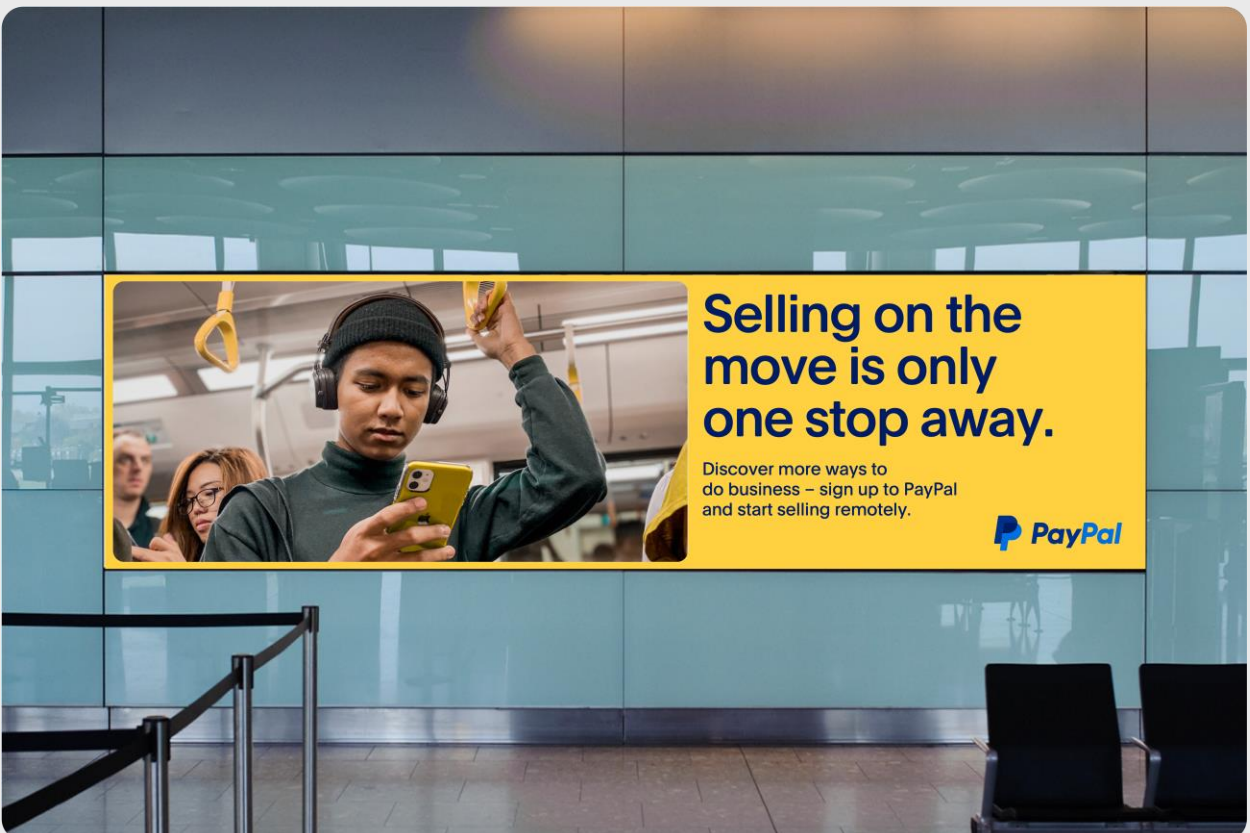
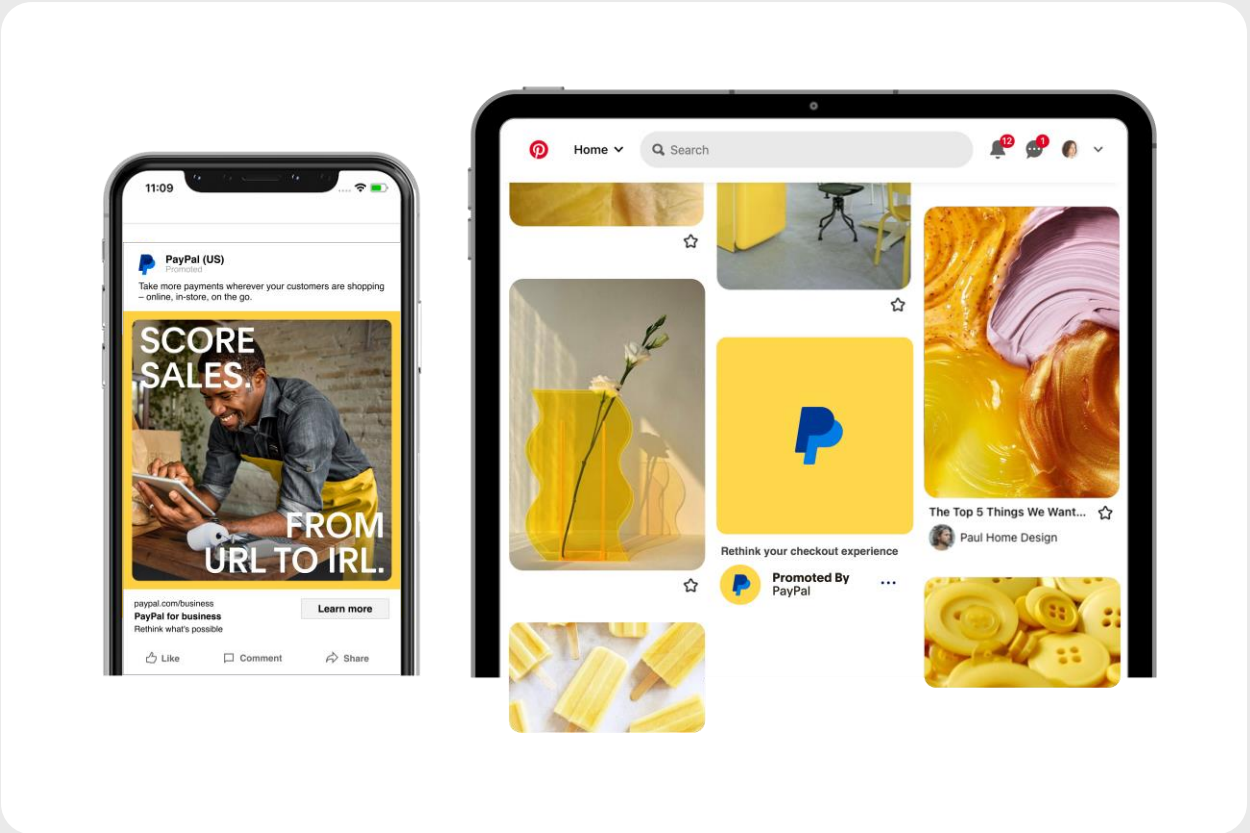
01

Rethink was SMB's
creative platform.

We inspire SMB
owners to Rethink
what's possible.

Rethink In action

In creative executions, we use benefit-led messaging and optimistic imagery incorporating a splash of our brand yellow to encourage business owners to switch to PayPal.



02

But how does **Rethink**
come to life in the
Enterprise world?

Rethink x Enterprise



We gave SMB owners the tools
and guidance to follow their dreams



We will give enterprise leaders the tools
and confidence to forge their own path
and shape the future

Rethink x Enterprise



For SMBs we played
the role of the mentor



For the enterprise audience
we will be their partners

Rethink x Enterprise



We inspired SMB owners to
Rethink what's possible



We will give executive leadership the
confidence to Rethink what's possible

03

Let's take a closer look
at the enterprise
audience

Enterprise leaders

At the top of the corporate ladder, senior leadership teams can often seem invincible, steering their organizations with unwavering confidence.

Yet, they grapple with situations that can challenge even the most gifted leaders.

Their roles, while rewarding, come with internal and external pressures that may, at times, shake their confidence. This is where PayPal can support.



The challenge for enterprise leaders

The true test of good leadership is how the team balance the needs of everyone and everything around them.

Within the organization

Internally, it starts with the demands of direct reports and the colleagues around them – establishing good team dynamics is critical to effective leadership.

Then remember every decision made will be scrutinized far and wide – the expectations of investors and shareholders being the foremost concern here.

And perhaps most importantly, they must ensure their products, services and the user experience on offer meets the needs of the customers.

Outside the org

Externally, enterprise leaders also need to contend with a whole host of pressures.

Ensuring the business is keeping up with digital trends and ever-changing customer behaviors is likely to be at the forefront of their minds.

Leaders must also deal with market fluctuations and geo-political uncertainty, increased scrutiny from analysts and trying to stay ahead of the competition.

Furthermore, they must adapt to and plan for macroeconomic changes such as unemployment, rising cost of living, unpredictable spending habits and so on.

And then there's managing risk and the constant threats of fraud.



The leaders of the future

In an ever-changing digital age,
adaptation is not enough.

The future belongs to those who dare to
Rethink what is possible.

With PayPal, businesses don't have to just
navigate the present; they're empowered
to shape the future.



Connecting **Rethink** and *Confidence*

At the highest level of business, Rethinking breeds confidence

You can push yourself to do more.
You can challenge your team to try harder.
But you need the space to do this properly.

You need the tools to Rethink.
You need the time to Rethink.
You need the vision to Rethink.

You want to be confident that all those things are in place.
You want to be confident in everything you do.

How we communicate with our audience

Although what goes on in a leader's personal life is beyond PayPal's control, it is important we understand leaders are human and our communication reflects that.

As per the brand guidelines, our imagery should be warm, candid and emotive.

While our messaging must show compassion and empathy for the people behind the leaders.



04 Rethink x Enterprise: A manifesto

The world's most successful companies all have one thing in common...

...Outstanding leaders at all levels of the business.

Leaders whose tenacity and spirit radiates through the organisation...

Leaders who can effortlessly adapt to whatever the market throws at them...

Leaders who truly understand their customers' needs...

Leaders who make bold decisions – like choosing who to partner with.

Leadership decisions are critical to the growth of any business;

Every call you make carries risks.

But when you have a reliable partner like PayPal on your side...

You can be confident in every step you take.

Manifesto continued...

You know what it's like to need to do things differently...

You reshape your market reach to find new customers in new channels and new markets...

You implement unconventional complexity reduction strategies to improve efficiency...

You optimize margins to drive profitability

With our next generation products and services, we're here to guide and support you.

Giving you a bigger platform so your business can stand out.

...Offering more time and space to focus on your customers.

So you can be the business leaders you want to be.

Because when you can feel confident in the face of change...

You can all rethink what's possible.

05

How we develop our creative

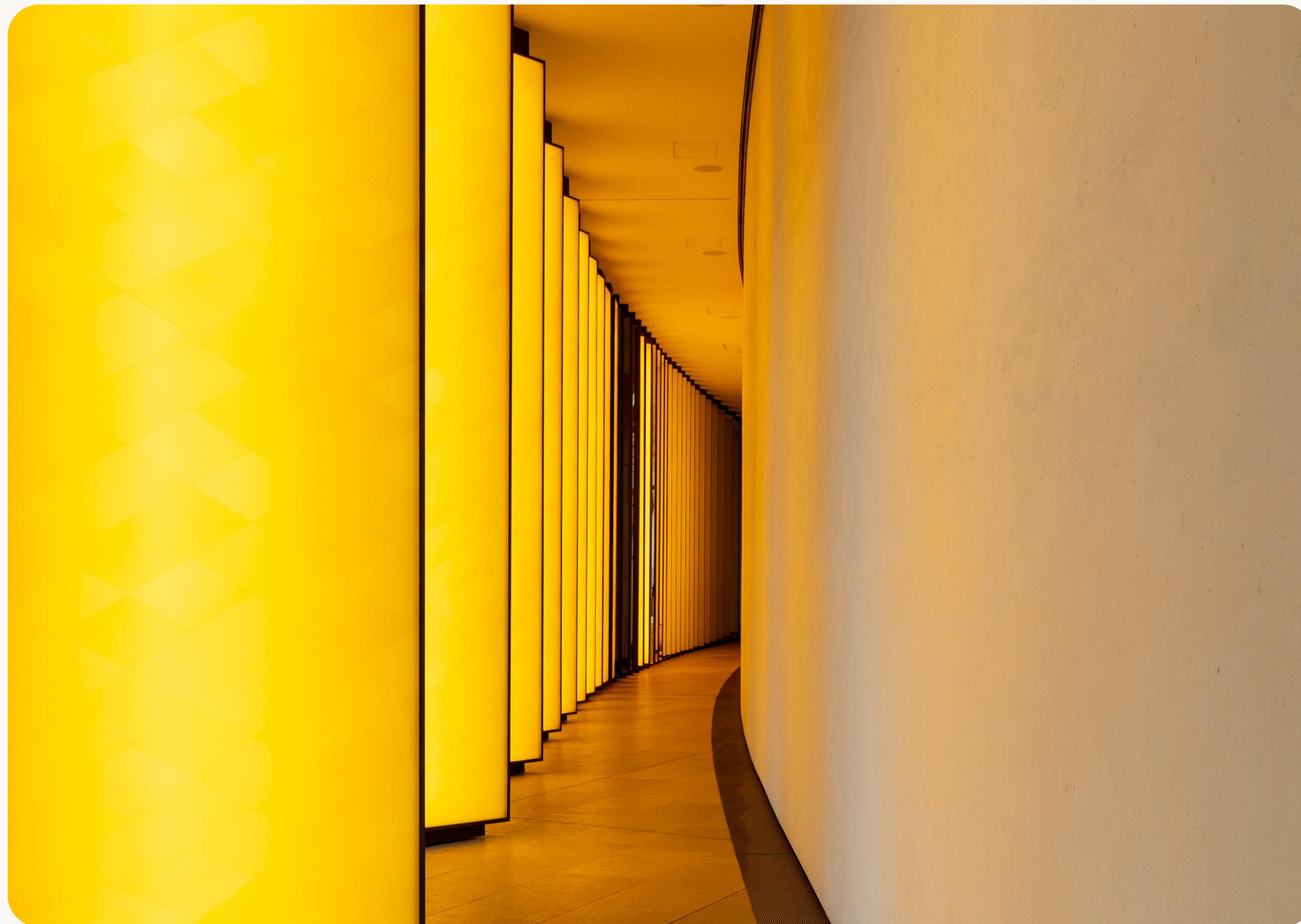
In the closing chapters of this toolkit, we have put together some detailed direction on how to build campaign assets.

Over the following pages you will see:

- The Rethink x Enterprise moodboard
- General creative guidance on imagery
- General writing direction
- Creative examples incorporating the writing direction and the two options for photography
- Side-by-side comparisons vs. SMB and Consumer assets

06

Photography





Rethink



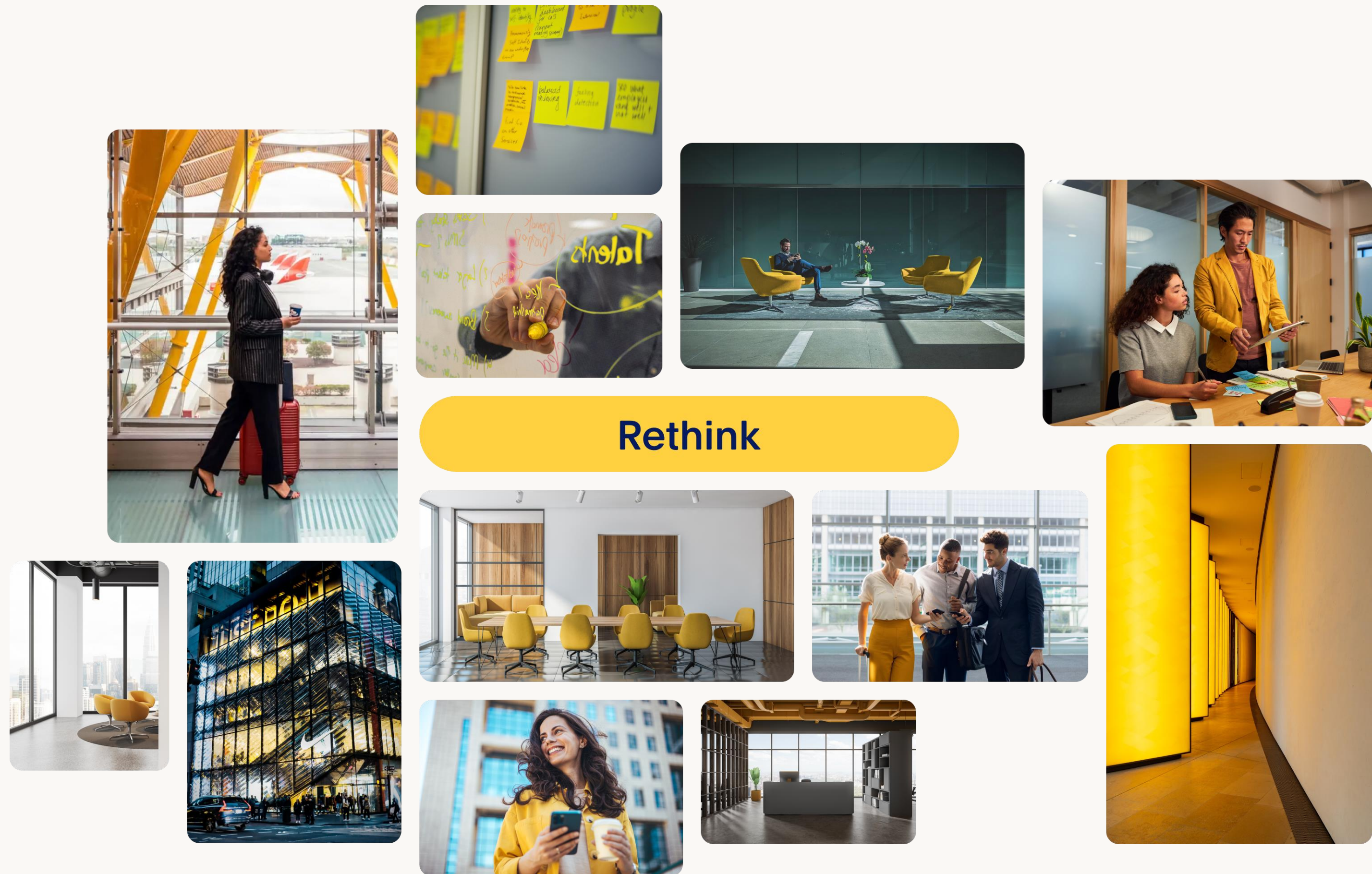
Imagery

Creative guidance

While we will predominantly focus on business leaders, we also want to use architecture and abstract objects from the business world to give us a more varied way of expressing ourselves.

Examples of this include capturing cool office buildings, modern business districts and objects from the workplace – charts, post-it notes, furniture and elements of meetings spaces/boardrooms.

In addition, we also hope to explore how we work with angles and crops to create something more eye-catching and ownable.



Imagery

Seeking out natural moments

Like all brands, we want our imagery to stand out from the crowd. For us that means we create something that reflects PayPal’s own unique brand purpose.

With that in mind, we aim to capture the confidence, passion and drive of the business leaders we aim to help succeed.

When choosing photography for our marketing assets, we suggest taking a photojournalistic, candid, in-the-moment approach – so we can establish a more natural look and feel that our audience can relate to.

[Rethink Images](#)
[Reference Images](#)



07

Writing direction



Lead with a benefit

PayPal may have more to offer than business leaders might be aware of.

We pique their interest with BENEFIT-LED headlines and copy. And try to use the two-beat 'Type Frame' layout where possible.

However, there will be instances where a single headline is all we can work with – for example, in Display advertising.

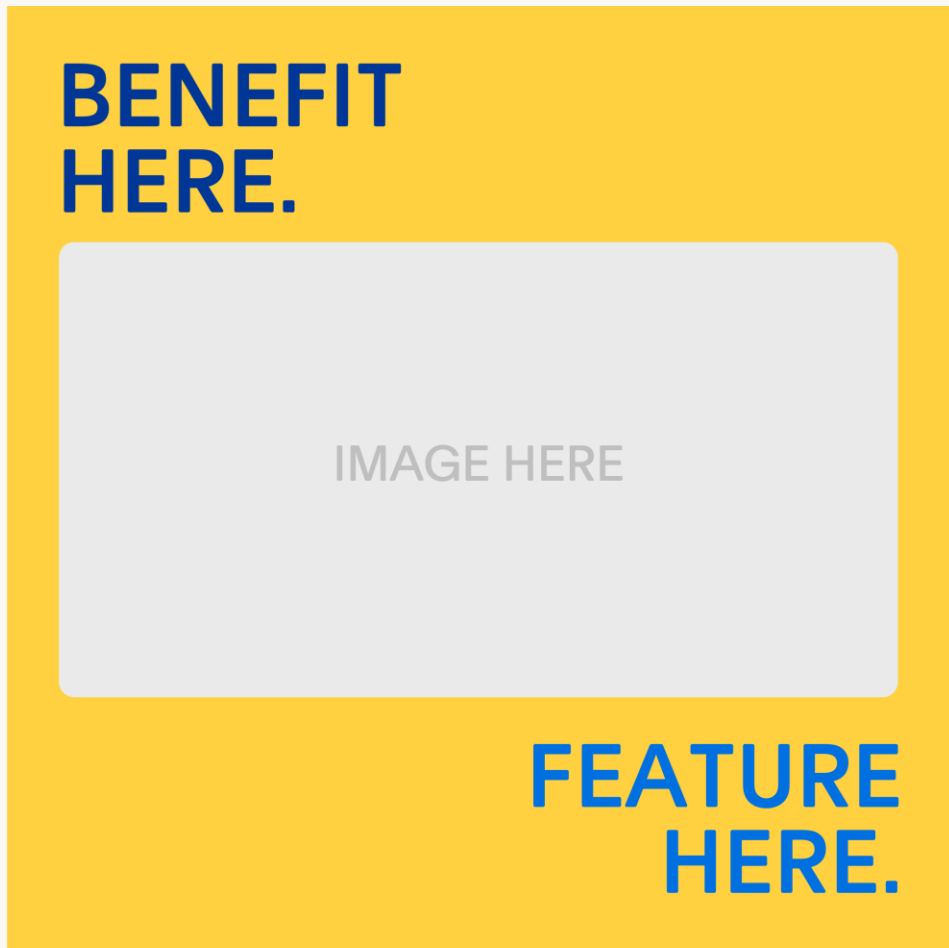
1. Rethink Layout using Benefit / Feature Construct



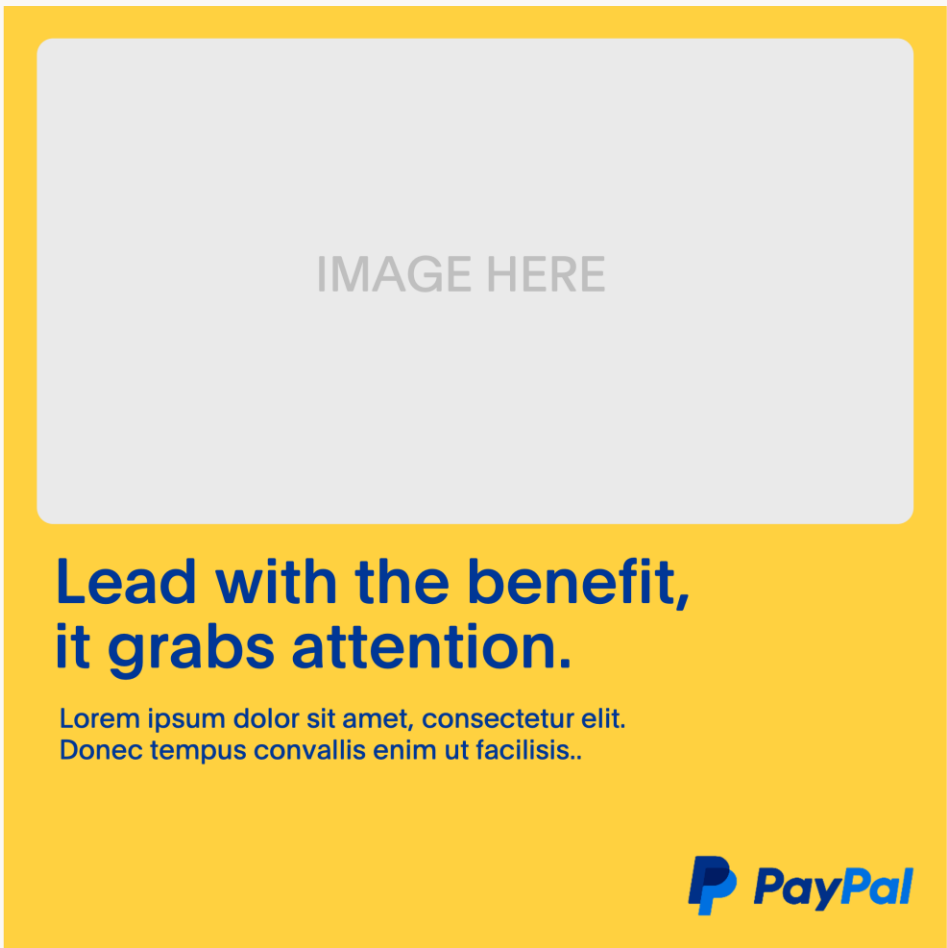
2. Rethink Layout using Pure Benefit Construct



3. Regular Type Frame Layout with B / F Construct



4. Single Headline Example



Encourage ‘Rethinking’

Our marketing should persuade business owners to re-evaluate their position whenever they make a decision.

We do this by highlighting the impact PayPal could have on their business – using stats/proof points/testimonials to inspire confidence if needed.

SMB Examples



400 million people pay with PayPal.

Simply add PayPal to your checkout to open your business to a world of possibilities.



FEWER ABANDONED CARTS



WHEN YOU OFFER PAYPAL.



We’re with you – even after the sale.

Discover how we protect your transactions to help keep your business safe.



Tie everything together with a compelling call-to-action

We want to leave people feeling confident in the decision they are about to make.

- The CTA should link back to the headline
- The CTA should complete the story
- The CTA should persuade people to take action

CTA Examples

Rethink your business operations

Discover why millions of businesses trust PayPal

Learn why Uber loves PayPal

See why business leaders believe in PayPal

08

Creative examples

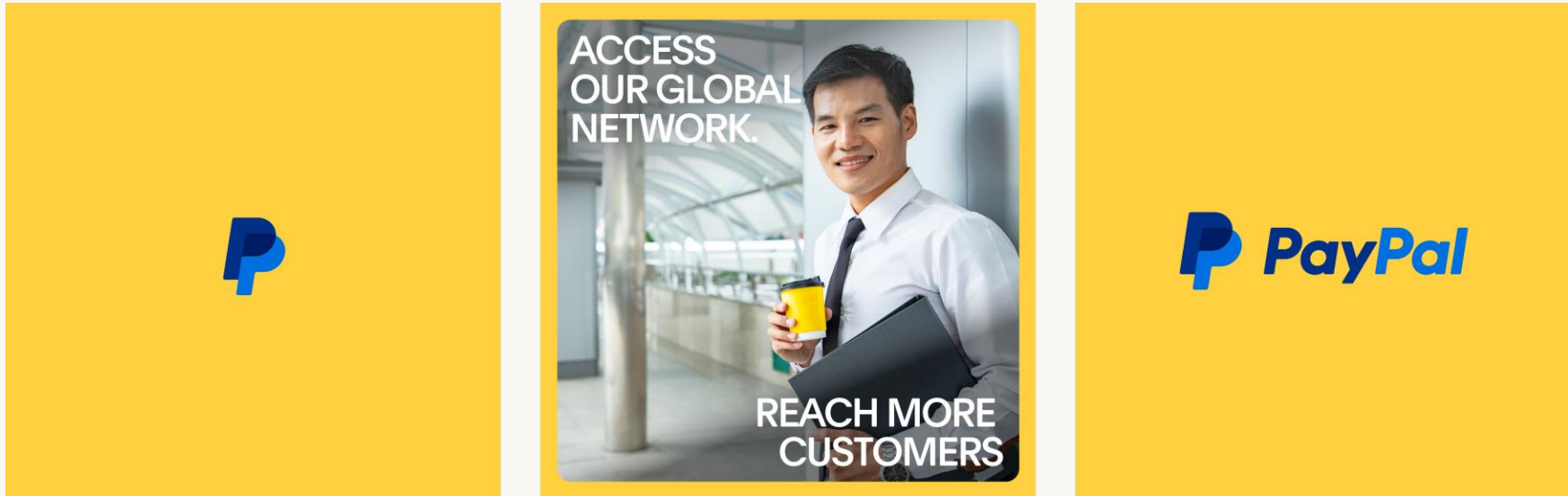
The following executions are designed to show what Rethink x Enterprise assets could look like. We have chosen to present these in the most commonly used formats.

Please note, the 'Rethink' approach should only be used for marketing touch points; there are some instances where the concept is not applied e.g. on landing pages.

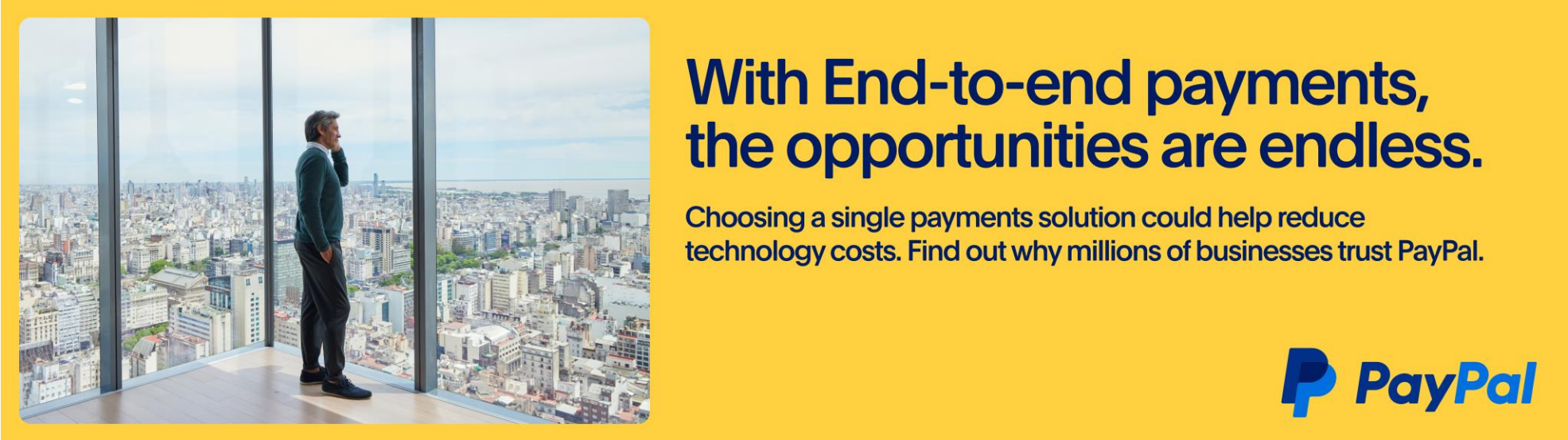


Banner Examples

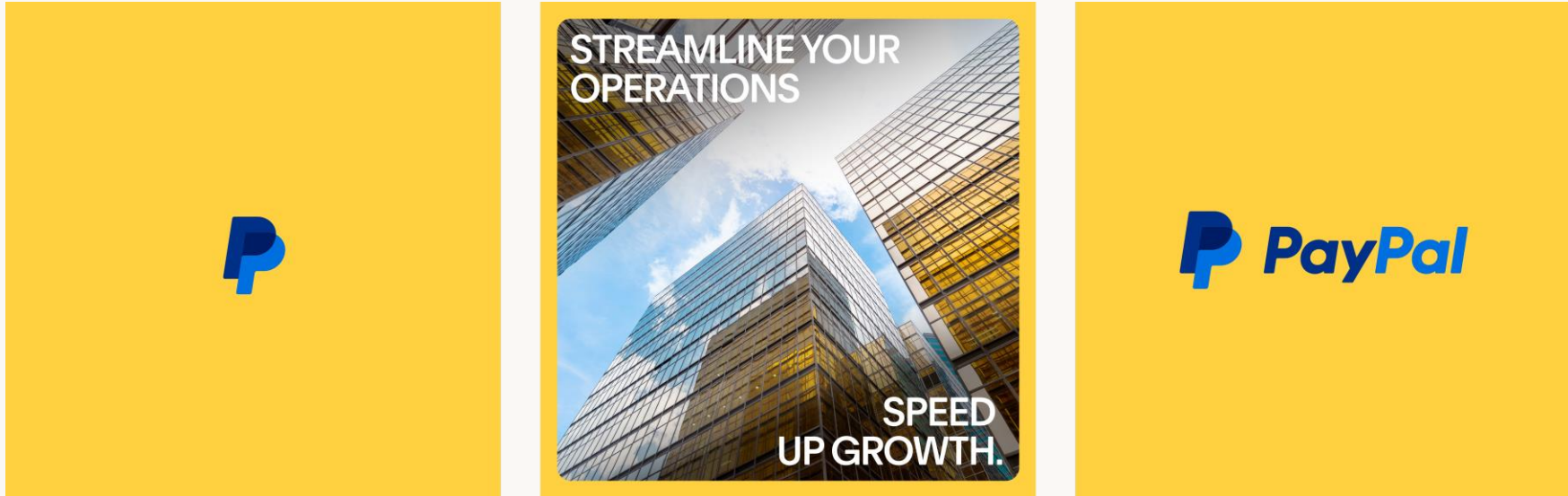
Global 2-sided Network (Motion)



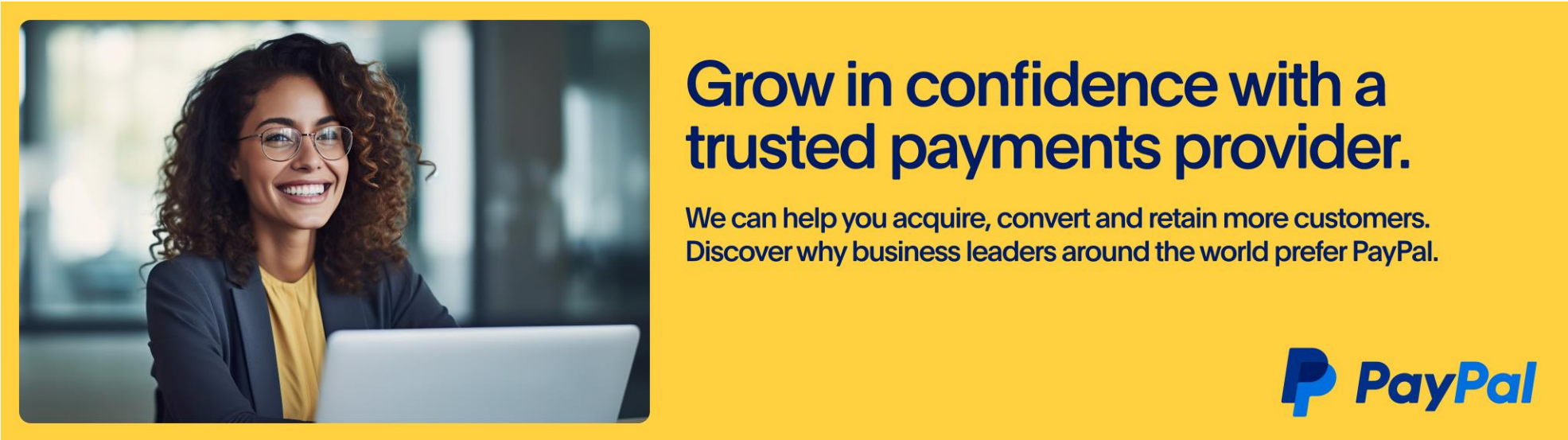
End-to-end/Future Ready (Still)



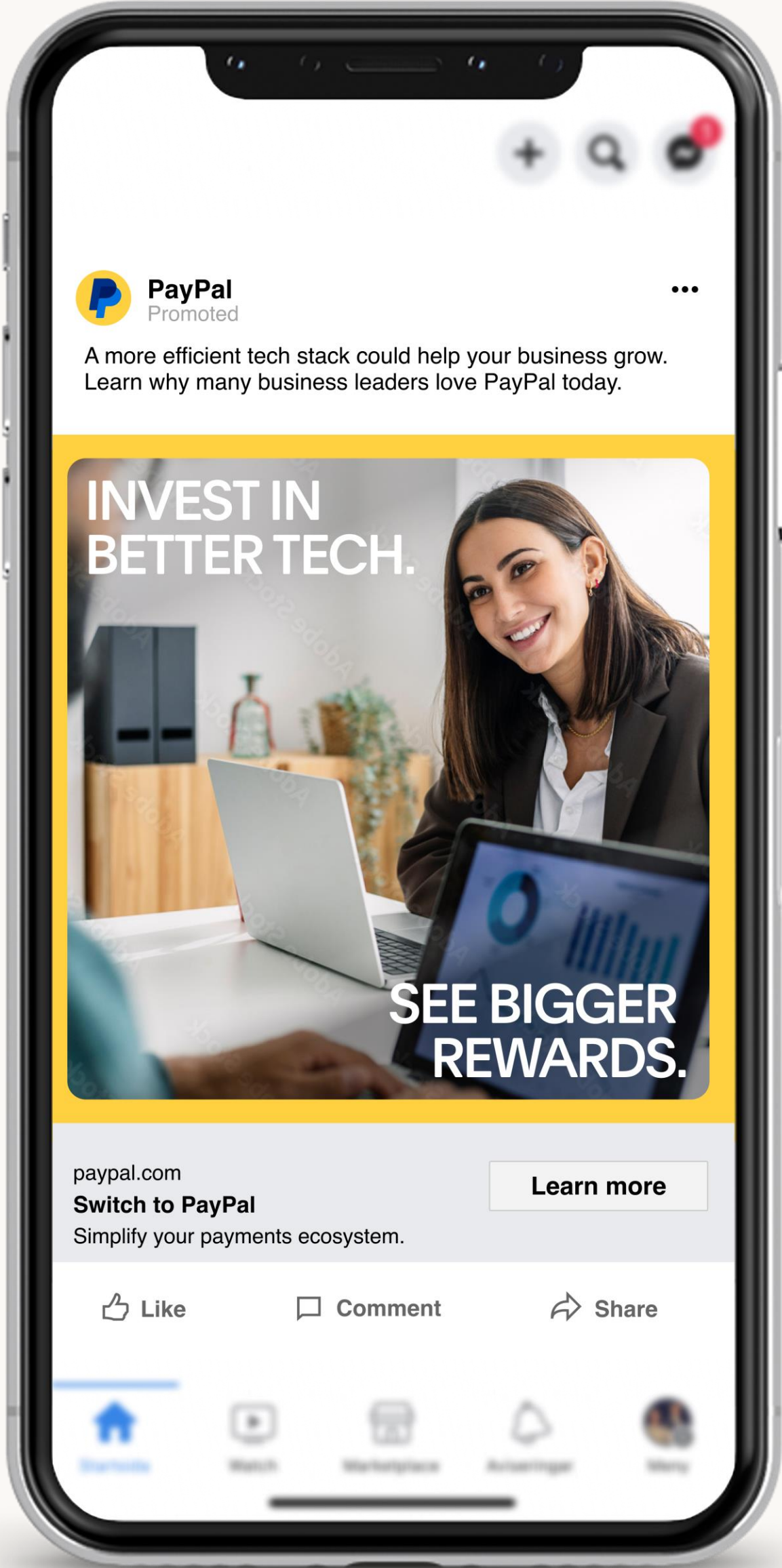
Optimization + Risk (Motion)



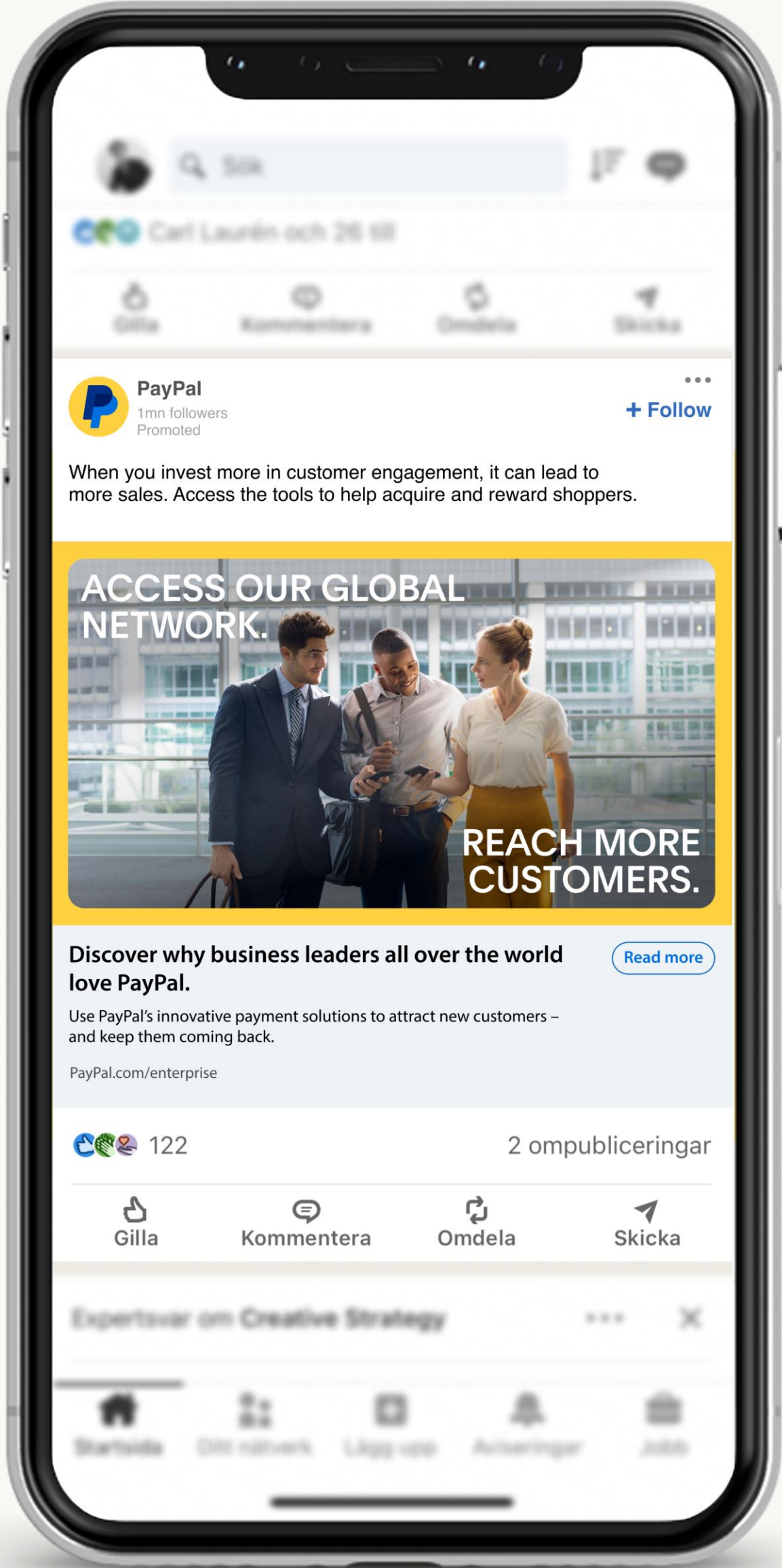
Growth (Still)



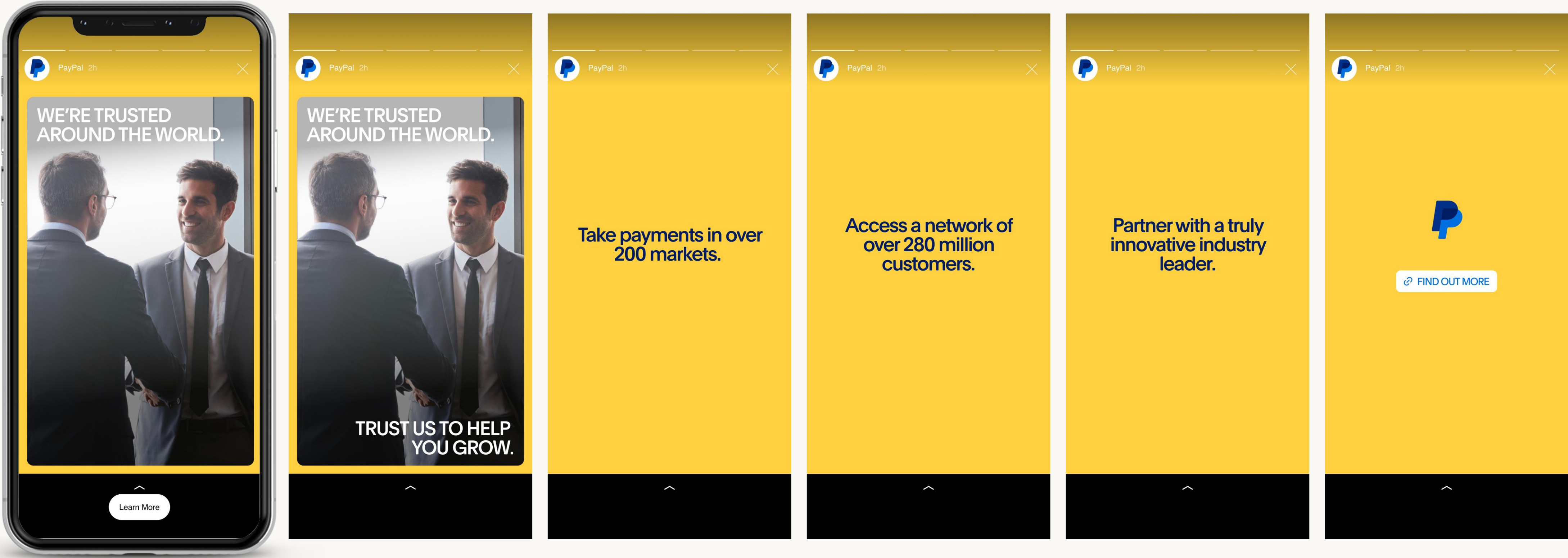
Facebook Feed Example



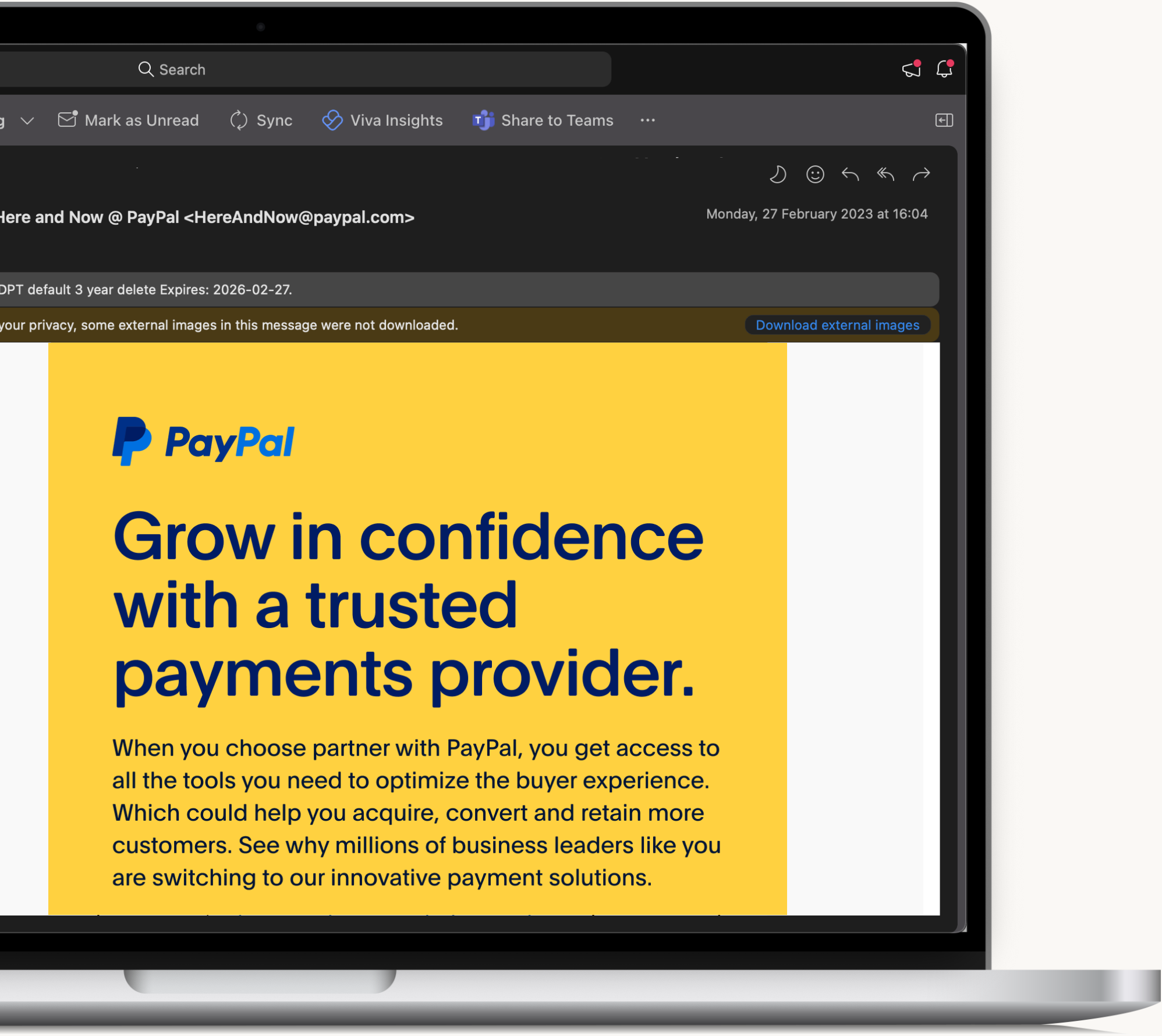
LinkedIn Example




Instagram Story Example



Email Example






Grow in confidence with a trusted payments provider.

When you choose partner with PayPal, you get access to all the tools you need to optimize the buyer experience. Which could help you acquire, convert and retain more customers. See why millions of business leaders like you are switching to our innovative payment solutions.

[Learn More](#)







Improve the experience for each and every customer.

- ✔ **Quickly adapt to economic changes**
- ✔ **React to new customer behaviors and payment trends**
- ✔ **Explore new markets**
- ✔ **Seize every opportunity to sell**

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