



Campaign objectives

- Launch a new brand to an entrepreneurial audience
- Position Miura as a partner, rather than a competitive threat
- Create demand and marketing-qualified leads

Challenge

Credit card acceptance at the retailer's POS is a mature market, with few outstanding innovations. That changed with Square, a US start-up founded by Jack Dorsey. Square made a name for itself in just 5 years by creating a product that allows anyone to accept credit card payments using their mobile device – a truly groundbreaking advance.

On the back of Square's US success, several copycat services sprung up globally where chip and pin is the norm rather than the US chip-and-signature standard.

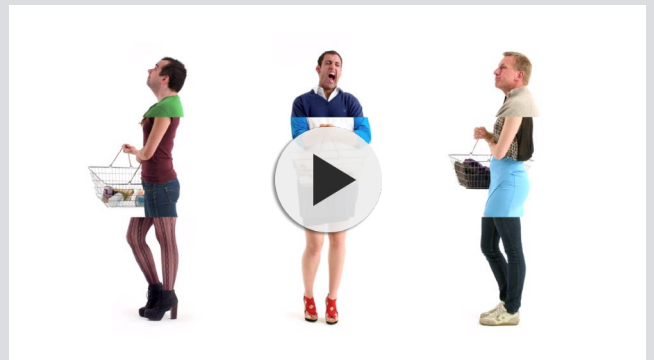
Miura's core competency is the design, certification and manufacture of industry certified hardware. The company identified the secure chip and pin market opportunity ahead of traditional vendors and appointed True to help launch their new brand and product offering.

Solution

The companies who initially saw Square as a threat, like Verifone and Ingenico, had set up competing services. It begged the question how a start-up like Miura with a new product line and an extremely limited budget could compete.

True proposed that Miura Systems become a partner who did not compete in payments processing, but instead helped Independent Software Vendors and Systems Integrators to grow their businesses.

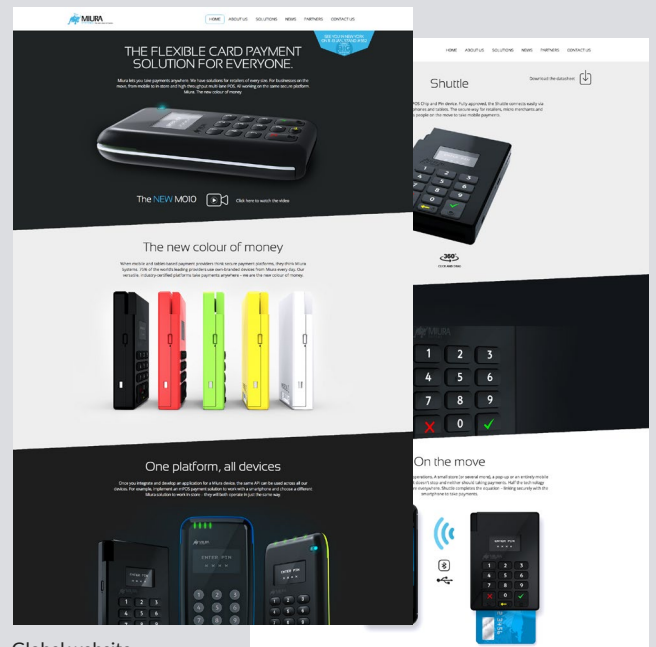
Miura hardware would become 'the new colour of money' – ubiquitous and technically advanced chip and pin units that were own-branded by numerous payment providers. In developing this marketing strategy, True encouraged Miura to offer its products in a colourful, consumer-friendly range.



New colour of money video – [click to view](#)



Product demonstration video – [click to view](#)



Global website

Audiences

Primary

- Senior C' suite – CEO, CFO, founders and entrepreneurs within newly formed payment services providers
- With particular focus on the CIO and COO

Secondary

- Application/Service IT Management and Developers

Media

The campaign included press and online advertising, targeted marketing including direct mail and email, and online engagement including core domain assets such as videos, thought-leadership papers and third party analyst reports and case studies.

Lower down the funnel, assets included product overview and demo videos, a webinar series, promotion of a free product API, and free consultancy.

Results

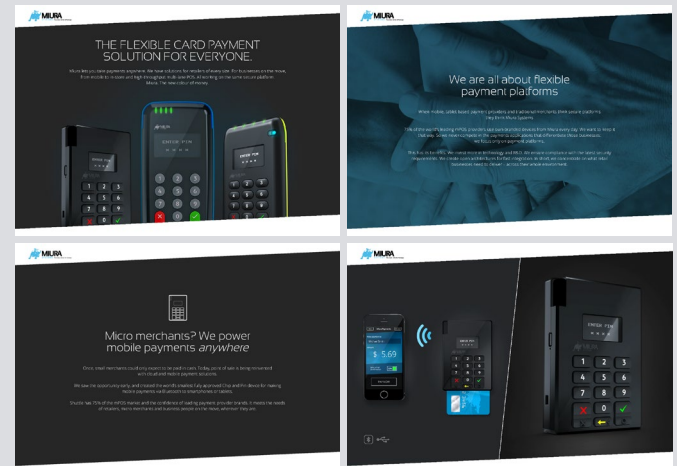
The results for this campaign have truly been astonishing and are the result of a tightly executed strategy and creative campaign. From a start-up position, Miura now have **85%** of the chip and pin mPOS market globally.



Payments trade press advertising



Event support



Solutions brochure



Product photography

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