

MKTG 476 - Test Three

Group 1

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FRANKLIN
TEMPLETON

In partnership with:



What's Franklin Templeton doing in Women Empowerment?

Why Franklin Templeton Is Doing This Campaign

For over 75 years, Franklin Templeton has focused on investment excellence, offering diverse solutions across asset classes and regions. Having operated in the UAE for more than two decades, the firm combines global expertise with local insight to help individuals and institutions achieve financial success.

Deeper Reason

Women currently make up only about 8% of ETF investors in the UAE — a number that has grown 18% in five years. This signals a fast-emerging opportunity in a previously underrepresented market. As more women gain financial independence, Franklin Templeton aims to position itself as the brand that empowers them to “reach for the stars” through investing. By linking its name to empowerment, growth, and confidence, the brand can build stronger emotional connections, long-term loyalty, and sustained growth within this expanding demographic.

Media Challenge

Although Templeton has not traditionally leveraged social media, their decision to adopt a bold new approach demonstrates the kind of impact they are aiming to create. It communicates authenticity, intentionality, and a genuine desire to connect with their audience.

Advantages to their 180 Approach

1. Community

Their focus on women taps into the power of community and collective empowerment. The campaign builds a sense of belonging, while also creating a FOMO effect, encouraging others to join in rather than feel left out. This emotional connection is a powerful driver of engagement and loyalty.

2. Virality

This campaign is completely new for the brand and for their target demographic. Its unexpected and unconventional direction sparks conversation and fuels organic reach. Whether reactions are positive or critical, this viral moment generates awareness and positions Templeton at the center of conversations.

Franklin Templeton & Mashable

How They Would Blend

Currently, Franklin Templeton isn't strongly appealing to most women as a financial service brand. Its image, rooted in tradition and expertise, commands respect but lacks the cultural connection and emotional resonance needed to engage new female investors, especially those in the UAE's rapidly growing ETF segment.

That's where Mashable ME steps in. With its strong connections to pop culture, lifestyle trends, and digital storytelling, Mashable ME can serve as the bridge between Franklin Templeton's financial empowerment message and the audiences who need to hear it most.

Franklin Templeton is the factory where the meaning and message are created, grounded in knowledge, trust, and opportunity. Mashable ME is the car that delivers that message to modern women through content that feels relevant, engaging, and aspirational.

This partnership mirrors the synergy of Red Bull and GoPro: Red Bull creates the thrilling moments; GoPro captures and amplifies them. Similarly, Franklin Templeton provides the expertise and purpose, while Mashable ME brings the energy, reach, and cultural fluency to inspire women to take action and invest in their futures.



Content Marketing

This campaign represents a progressive movement for Templeton, whose customer base is 60% women. Because this segment has been largely untapped, the initiative has the potential to generate significant awareness and momentum among a historically marginalized demographic. It opens the door for collective empowerment, community, and shared identity that women can benefit from.

Its path to success lies in the fact that it addresses a real social issue. Rather than centering profit or brand vanity, the campaign prioritizes support and impact. Their campaign values resonate with its core audience and strengthen long-term loyalty.

Budget & Allocation

Category	Details	Allocation (USD)	Duration
Influencer Partnership	Noor Stars	\$50,000	3 months
Facebook Advertising	Paid Ads	Dynamic	6 months
Instagram Advertising	Paid Ads	Dynamic	6 months
Partnerships & PR Outreach	Collaborations with UAE specific women	Dynamic	6

Considering we pay Noor Stars \$50k, we are left with \$125k. To be as big as we want, we need to be as efficient as possible. The way to go about this is to generate a/b testing over the different platforms, look over the metrics, seeing where our KPI metrics are most efficient in, and only then proceed to allocate a majority where it is most efficient.

Well Thought Out Plan?

This campaign is well thought out. Here's why:

Empowerment and Uplifting Women

- Targets a marginalized group
- Brings awareness to the harsh treatment that women face in the UAE
- Gives power and a platform for smaller voices

Movement

- Social issues such as women empowerment never die down
- Always some traction for progressive change

Gap

- Tackles a gap in the market: focus on financial support for women in the UAE
- No competitors; no competition for the target audience, creates a natural monopoly

Mileage & Momentum

The next campaign “Shoot for the Stars” will be pushed out to young women who aspire to become successful in the UAE. Given the harsh treatment and inequality that women face in the UAE, this campaign will focus on empowerment and giving women the resources they need to kickstart their dream career in the UAE.

In order to continue the momentum, there will be an ambassador program that features other women leaders who will share their experiences and stories of being a woman in a male-dominated field.

Should we include Influencers?

Decision: Yes. Make Noor Stars the brand character.

- Role: Awareness lead that hands off to CTWA (Click to WhatsApp) and bilingual LPs (landing pages).
- Cascade: 6–12 micro creators across Emirati professionals, expat educators, SMEs, moms, tech, including the current 4.
- Guardrails: Bilingual scripts
- KPIs (key performance indicators): VTR (view through rate), CTA rate, CPQL (cost per qualified lead), booked calls

Noor Stars

“If I can do it, you can. Anyone can.”

Dubai based, women-heavy audience, Forbes 30 Under 30, entrepreneurship and resilience story.

Formats: weekly shorts; podcast features; becomes face of all ads for awareness

Distribution: Meta Reels and Stories with click to WhatsApp CTA or email CTA; YouTube in-stream and Shorts; LinkedIn for B2B2C HR; display retargeting.

Despite coming from hardship (refugee / migrant background), she used her platform to achieve financial success.

Her narrative gives young women a model of ambition, resilience, and self-belief, which are often necessary foundations for entrepreneurial or financial ventures.

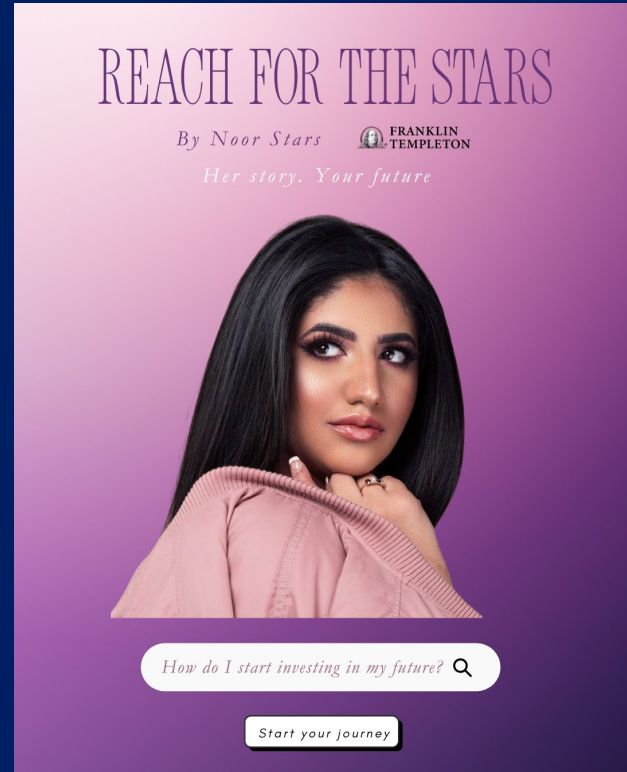
“Shoot for the Stars!” theme that incorporates Noor into the awareness, blends perfectly together. Simultaneously empowering women while she’s the hero.

Do so in English and Arabic based off the respective region’s dialect.



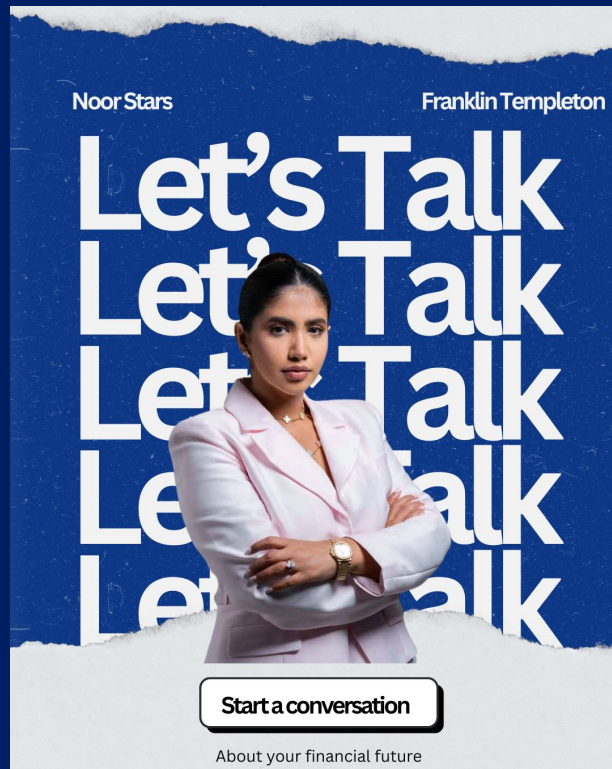
“Reach for the Stars” — Awareness Ad

The Reach for the Stars ad is meant to spark awareness and introduce Franklin Templeton through Noor’s own story and tone. The design leans into a softer, aspirational feel that mirrors how young women in the UAE actually think about their future: hopeful, ambitious, and ready to take the next step. The search bar line, “How do I start investing in my future?” is intentional because it reflects the questions women already have but may not know where to ask. The CTA, “Start your journey,” leads directly to Franklin Templeton’s website, where users can explore mutual funds and learn the basics. This ad isn’t pushing for a sign-up yet; it’s simply building familiarity and giving women a safe entry point into the idea of investing.



“Let’s Talk” — CTA / Lead Generation Ad

The Let’s Talk ad shifts the tone from inspiration to action. It’s bolder and more direct because its job is different, this is where we actually want women to take the next step and talk to someone. The repeated “Let’s Talk” builds a sense of openness, and Noor’s confident posture makes the message feel personal but still credible. The CTA, “Start a conversation,” intentionally leads to WhatsApp, which is where most UAE women feel comfortable asking real questions privately. This ad is meant for the moment after interest has already been sparked. Now the goal is simple: create an easy, low-pressure space for women to connect with Franklin Templeton and get the reassurance they need before opening an account.



Campaign Video Views/Reach

- Focus on strong female influencers
- Tap into beauty, wellness, and lifestyle space
- By using the correct influencers with large audience, social media following, her promotion of the campaign will reach a large audience and gather enough views for it to be successful
- The campaign will launch on January 1st because the beginning of the year is a time when people set goals for themselves and focus on making improvements in their lives/careers
- The podcast episodes will drop once a week for January-March
- March is Women's History Month which will be the perfect time for a final push of the podcast aspect of this campaign
- The 3 month lead up will allow time to develop a following of the campaign/podcast movement
- The digital campaigns will continue for 3 additional months allowing people time to take action after we build awareness/momentum

Campaign Roadmap

Phase 1: Awareness

- Introduce Franklin Templeton to our personas - women interested in business.
- Inspire users who value empowerment and aspire to start a new career.

Phase 2: Consideration

- Personalized social posts and outreach using goal-setting dialogue and podcast episodes that highlight women's accomplishments in the business industry.

Phase 3: Purchase

- Drive action by engaging high-intent users, reinforcing the theme of empowerment by getting women to sign up with Franklin Templeton.

UAE Mutual Fund: Facebook, Instagram, YouTube or LinkedIn?

No — LinkedIn is not the right primary channel for a B2C women-focused wealth campaign.

Our target is **young adult/gen-z women in the UAE**, who spend most of their time on **Instagram, YouTube, Facebook, and WhatsApp**, not LinkedIn.

Each platform serves a different strategic purpose:

- **Instagram:** lifestyle storytelling + empowerment content
- **YouTube:** long-form educational videos + brand credibility
- **Facebook:** reach older expat women + community groups
- **WhatsApp:** conversion-driven CTAs for private 1:1 conversations

LinkedIn has limited impact for this audience and does not align with our emotional, empowerment-driven creative direction



Next Campaign



Campaign Title: Reach for the Stars



Face of the Campaign: Noor Stars

Her podcast will do weekly exclusive episodes available on Mashable ME, our media partner, where Noor Star will interview young entrepreneurs/passionate young business women trying to break through the barriers of entry to the finance industry. She will give them a voice to share their accomplishments and aspirations. Every month listeners will be able to vote on which guest was their favorite. The Reach for the Stars campaign will then name the selected young woman the Star of the Month and give her a sum of money to put towards kick starting her career and help her reach for the stars!





Thank you. Women of Progress, UAE.

Outcome: funded accounts and SIP (systematic investment plan) starts.

Engine: CTWA (Click to WhatsApp), bilingual landing, compliant scripts.

Face: Noor Stars. Scale with micro creators. Measure and optimize weekly.