



COINSTAR LAUNCH COMMUNICATIONS PLAN - DECEMBER 2018

OVERVIEW

The upcoming Coinstar announcement provides an opportunity to clearly articulate Coinme's vision in a manner that connects the news with our purpose. Messaging will consist of a notify / align / connect framework in order to build awareness, create brand affinity, and drive engagement.

AUDIENCES

- ◆ Coinme Staff
- ◆ Investors
- ◆ Media
- ◆ Clients
- ◆ Prospects
- ◆ Partners & Vendors
- ◆ Coinstar Staff (at Coinstar's discretion)

KEY MESSAGES

- ◆ We started this company in 2014 with a vision for accessibility to digital currencies for everyone.
- ◆ Since then, we have increased accessibility through our network of 70 bitcoin kiosks across 8 states, and through our team of advisors who have helped hundreds of clients conduct millions of dollars in digital currency transactions worldwide.
- ◆ We also launched a token sale where thousands of participants, from dozens of countries, showed their support of giving people everywhere fair and equal access to digital currencies, by purchasing (exchanging / correct term?) XXX in UpToken.
- ◆ In alignment with our vision, I am excited to announce that this month Coinme will launch a collaboration with Coinstar® that will enable consumers access to buy bitcoin at hundreds of select Coinstar® kiosks in the coming months.
- ◆ Coinstar owns and operates the largest fully automated, multi-national network of nearly 20,000 self-service coin counting kiosks located at mass merchants, grocery and drug stores and financial institutions.
- ◆ The collaboration with Coinstar is just one of a number of initiatives that the team at Coinme is focused on this year.

- ◆ It is our belief that by providing easy access to digital currency we can help level the playing field so that everyone has a fair chance for financial prosperity.
- ◆ Together We Rise symbolizes this belief and our intention of empowering people everywhere with the access and knowledge needed to utilize the power of digital currencies.

DISSECTING AUDIENCE SPECIFIC KEY MESSAGES

Consider what each audience cares about and position responses in targeted communications to each group.

Coinme Staff - What does this mean for me? What does this mean for the company? What should I do about this? (Think, Feel, Do)

- Thank team
- Predictions on how this will impact team members and company in 2019
- What actions they can take to support launch
- What to do if they have questions

Media - see [PR materials](#)

Investors - Why should this matter to me? What does this mean for the company? How will I stay informed? (Think, Feel, Do)

- Recognize value of investors (your contributions matter)
- Predictions on how this will impact the company in 2019
- What actions they can take to support launch
- What to do if they have questions

Clients - What does this mean for me? Does this change how I use your services? How can I stay informed? (Think, Feel, Do)

- Express gratitude
- Show increased accessibility to digital currency
- More ways to use our services
- Internal point of contact, subscribe

Prospects - Why should this matter to me? What should I do about this? (Think, Feel, Do)

- Competitive advantage
- Show increased accessibility to digital currency
- More ways to use our services
- Internal point of contact, subscribe

Partners & Vendors - How will this affect our relationship? How will this impact your company?
Do I need to do anything? (Think, Feel, Do)

- Recognize value of these relationships, how they help us grow and evolve
- Predictions on how this will impact the company in 2019
- What to do if they have questions

Coinstar Staff - Who is Coinme? Why are we doing this with them? Will this affect me or my group? Is there anything I need to do? (Think, Feel, Do)

- Coinme blurb
- This is not an merger or acquisition
- Core purpose of this initiative
- Prediction on the impact of this initiative
- What they can do
- Who to contact if they have questions

COMMUNICATIONS TIMELINE

Timing	Audience	Action/Materials	Channel	Owner
1 day before launch / PR	Coinme Staff	- Message from Neil - Link to Coinstar LP - Links to social channels	Email	
1 day before launch / PR <i>At Coinstar's discretion</i>	Coinstar Staff	- Message from Jim - Link to launch LP	Email	
Launch Day	Public	- Update website HP with Coinstar banner - Update Kiosk page with new hero image	Website	
Launch Day	Media	See PR Plan	Email & Phone	
Launch Day	Social	- Publish launch themed images in social account headers - Update bio descriptions - Announcement posts <i>(include link to full plan. See draft assets - work in progress)</i>	- LinkedIn - Facebook - Twitter - Instagram - (YouTube)	

Launch Day	Investors	- Message from Neil - Link to Coinstar LP	Email	
Within 3 days of launch	Clients	- Message from Neil - Link to Coinstar LP	Email	
Within 3 days of launch	Prospects	- Message from Neil - Link to Coinstar LP	Email	
Within 1 week of launch	Partners & Vendors	- Message from Neil - Link to Coinstar LP	Email	
2 weeks post launch	Clients	- Marketing message - Link to Coinstar LP	Email	
2 weeks post launch	Prospects	- Marketing message - Link to Coinstar LP	Email	

(DRAFT) COINME STAFF EMAIL FROM NEIL

Coinme Team,

This week we will announce our collaboration with Coinstar publicly and I wanted to take this opportunity to give you all a heads up of what's to come in the weeks ahead. But first, I'd like to express my gratitude for the tremendous effort by you all in making this launch possible. It's through your perseverance that we are able to be pioneers in our industry.

(Include a brief comment on what the relationship with Coinstar means for the company in 2019)

In connection with the Coinstar launch I will be sending a note similar to the one below to our investors, clients, prospects and partners. Additionally, there will be a press release and media outreach to industry and select mainstream media. If you have any questions about the Coinstar collaboration, please reach out to me or [insert 2nd contact].

We will also be using our social channels - [Twitter](#), [Facebook](#), & [LinkedIn](#) - to promote the Coinstar launch. Your support in sharing and engaging with this content is greatly appreciated.

A new year provides an opportunity for reflection and a look towards the future. For those of us in the cryptocurrency industry *(insert brief POV past/present/future)*.

We founded Coinme in 2014 with a vision for accessibility to digital currencies for everyone. Since then, we have increased accessibility through our network of 70 bitcoin kiosks across 8 states, and through our team of advisors who have helped hundreds of clients conduct millions of dollars in digital currency transactions worldwide.

We also launched a token sale where thousands of participants, from dozens of countries, showed their support of giving people everywhere fair and equal access to digital currencies, by *purchasing (correct term?) XXX* in UpToken.

And now, in alignment with our vision, I am excited to announce that this month Coinme will launch a collaboration with Coinstar® that will enable consumers access to buy bitcoin at hundreds of select Coinstar kiosks in the coming months. Coinstar owns and operates the largest fully automated, multi-national network of nearly 20,000 self-service coin counting kiosks located at mass merchants, grocery and drug stores and financial institutions, and this collaboration enables the largest network of bitcoin kiosks - providing access to millions of people to join the crypto economy. Learn more about this offering. [insert link to landing page]

This collaboration with Coinstar is just one of a number of initiatives that the team at Coinme is focused on this year and we can't wait to share what's next. It is our belief that by providing easy access to digital currency we can help level the playing field so that everyone has a fair chance for financial prosperity.

Together We Rise symbolizes this belief and our intention of empowering people everywhere with the access and knowledge needed to utilize the power of digital currencies, and with this intention we look forward to being your trusted partner for buying and selling digital currencies in the years to come.