



## Building a B2SB Legacy

The story of an influential partnership between Royal Bank of Canada (RBC) and Cargo.

# Cargo

USA • CANADA • NETHERLANDS  
The Authority on B2SB® Marketing

**A**t Cargo, we help Big Brands establish their legacy. How? With Business to Small Business (B2SB) marketing® strategies that feature timely messaging, cutting-edge creative, and purposeful implementation.

**This is the story of our partnership with RBC**, a global financial institution on a purpose-driven journey to help SMBs build a better future. Together, we're tackling challenges, crafting solutions, and driving results for RBC and their client community.

### Challenge

#### Rise Above the Competition

The employment rate in Canada was thriving. Fewer businesses were breaking ground. Competition for Small Business customers was fierce. But RBC was eager to grow. To rise above the competition, they needed a modern strategy focused on increasing new client acquisition and growing new business deposits.

### Solution

#### B2SB Marketing® Experts

So, RBC tagged in the Cargo team. We're B2SB marketing experts equipped with a strong understanding of the SMB market, including common pain points, goals, and essential needs. Together, we created an initial strategy and creative campaign—*Helping Canadian Small Businesses Win*—to keep RBC top-of-mind for new and established SMBs.

### Results

#### Campaign & Partnership Success

Following the COVID-19 pandemic, **RBC experienced a strong return to the market with 20% year over year growth** in new client acquisition and business deposit accounts. But the ROI didn't stop there. Cargo continued to help RBC build on these early returns by expanding SMB-focused strategies into other areas of their business, including *Go Global*, *PayEdge*, and more.

**RBC experienced a strong return to the market with 20% year over year growth**



# RBC Go Global

## Moving beyond traditional banking to accelerate business.

### Challenge

#### Reframe the Narrative

Post-pandemic life in Canada had many Small Businesses questioning what's next. Amidst the uncertainty, RBC saw an opportunity to respond. They wanted to reframe the narrative and showcase an insightful, idea-driven marketing series to demonstrate how RBC empowers clients to expand their reach and continue to grow, no matter the circumstances.

### Solution

#### Think Bigger than Banking

This opportunity called Cargo and RBC to move beyond traditional banking and position RBC as the financial institution dedicated to helping clients accelerate business. The campaign—*Go Global with confidence*—came to life through a series of digital display banners which presented the *Go Global* concept in a compelling, authentic way using customer-first and brand-first messaging.



Have that we're going to need new global partners idea?

So did the founders of Mind Games.


See how RBC Trade Club helped them find a strategic supplier solution.

Go Global™ with confidence. Watch Their Story


Ideas Happen Here RBC



Here's an idea that can help you be your client's greatest asset.


RBC PayEdge 

Learn how, RBC PayEdge, an award-winning\* solution can help your clients automate payables.

RBC PayEdge 

Reduce manual payments and approvals. Pay suppliers and bills digitally. Fund from any Canadian bank.

RBC PayEdge 

So you and your clients can focus on growing the business. [Learn more](#)  Ideas Happen Here



# RBC PayEdge

## Boosting awareness to transform B2B accounts payable in Canada.

### Challenge

#### Boost Awareness & Adoption

RBC PayEdge is an award-winning, innovative automated payments platform transforming B2B accounts payable in Canada. RBC was the first bank to offer a solution of this kind, which presented a fresh challenge—boosting awareness and encouraging adoption across their primary target audience.

### Solution

#### Refresh the Value Proposition

This innovative solution needed a strong foundation. So, we developed a new RBC PayEdge value proposition around four proof points: **convenience, confidence, support, and growth**. From there, Cargo developed sales materials, recommendations for disrupting the market to drive awareness, a benefit-focused video, and a series of digital display banners to drive home the ultimate PayEdge benefit — *“So you and your clients can focus on growing the business.”*



## Here's a business idea to help you better manage your payables.

RBC PayEdge is an award-winning\*, innovative platform that automates payments and streamlines accounts payable processes.

- Easily integrate with existing accounting software
- Reduce manual payments and approval processes
- Make fast & easy digital payments
- Fund from any Canadian bank or credit card

So you can focus on growing the business.

Get started here.

RBC PayEdge

Ideas Har

\*Industry Awards include:  
• Celent Model Bank Award 2021 for Payments Transformation  
• Aite-Novarica 2021 Impact Innovation Awards in Cash Management and Payments in the Digital



# RBC Spring 2022

## Helping Small Businesses start, grow, and thrive.

### Challenge

#### Ride the New Wave of Optimism

After the pandemic, Canadian entrepreneurs were eager to get back to business. A wave of optimism washed over the industry, presenting an opportunity for RBC to influence, educate, and empower Small Business success with their trusted portfolio of financial products and services.

### Solution

#### Market SMB Empowerment

To capitalize on this opportunity, Cargo and RBC considered the most pressing needs involved with helping a business thrive. **We knew SMBs would need support, advice, and comprehensive business solutions to push forward, so we developed a campaign around RBC's promise to Small Businesses— "Helping you start & grow."** Our strategic series included digital display banners, YouTube videos, native ads, mobile moments, and print ads to position RBC as a leader of SMB empowerment.



Have a business idea that can take you from employee to empowered?

We can help you realize your full potential.

Digital-first solutions. Expert advice. Services Beyond Banking.

Helping you start and grow your business.

Learn More

Ideas Happen Here

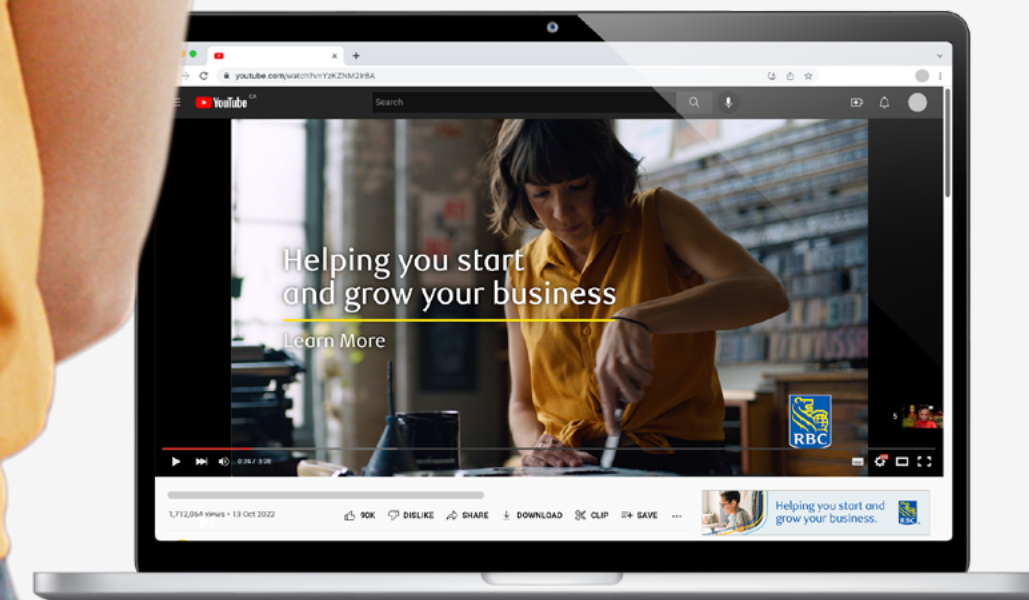


Sponsored RBC Royal Bank

**Ideas to help you start and grow your business.**

With RBC Services Beyond Banking, you can take advantage of special services and offers that will help you manage your business.

Get Started



# +33K

New Client Acquisition  
(+5% over goal)

# +43K

Business Deposit Accounts  
(+11% over goal)

# +82%

Total Reach  
(+5% over planned)

# +156MM

Impressions  
(+33% over planned)

### Let's Talk About Your Legacy

Are you ready to boost your Brand's position in the marketplace? Visit [thecargoagency.com](http://thecargoagency.com) to connect with our experts and the next business success story could be about you.