Lanternfield

The Waiting Room

A launch campaign for Verrow Same Day

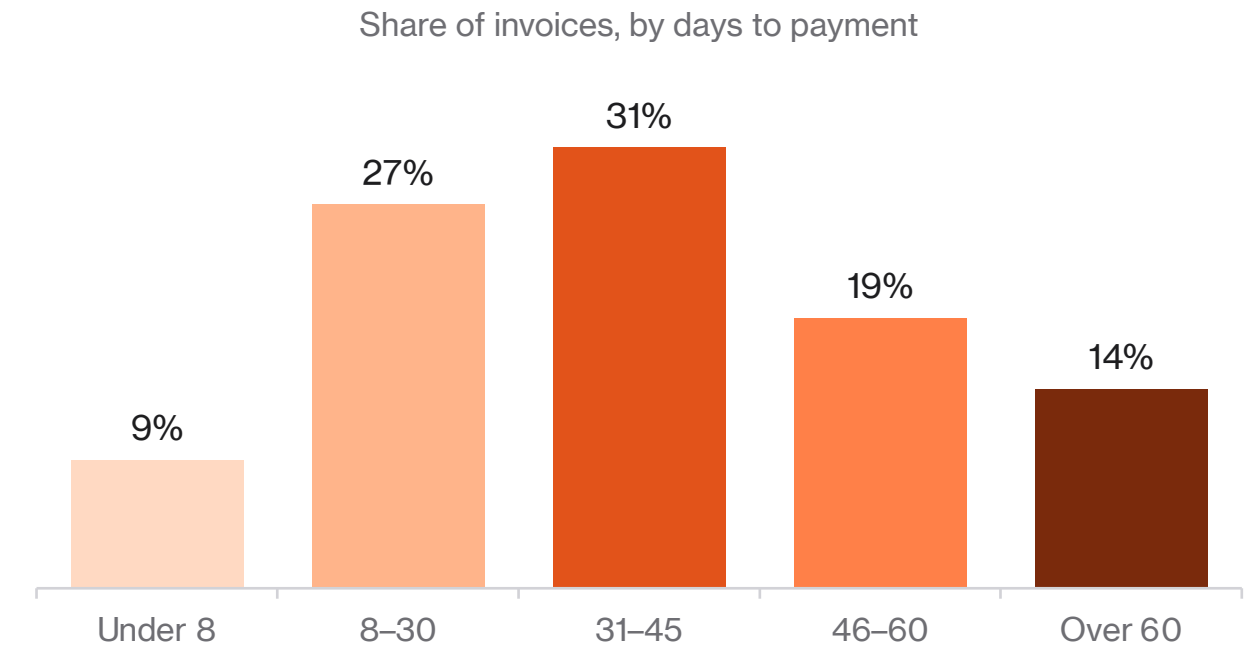


Prepared for Verrow · November 2026

Owners don’t call it late payment. They call it waiting.

41 days

Median days from invoice to payment, across 60,000 Verrow invoices in 2026.



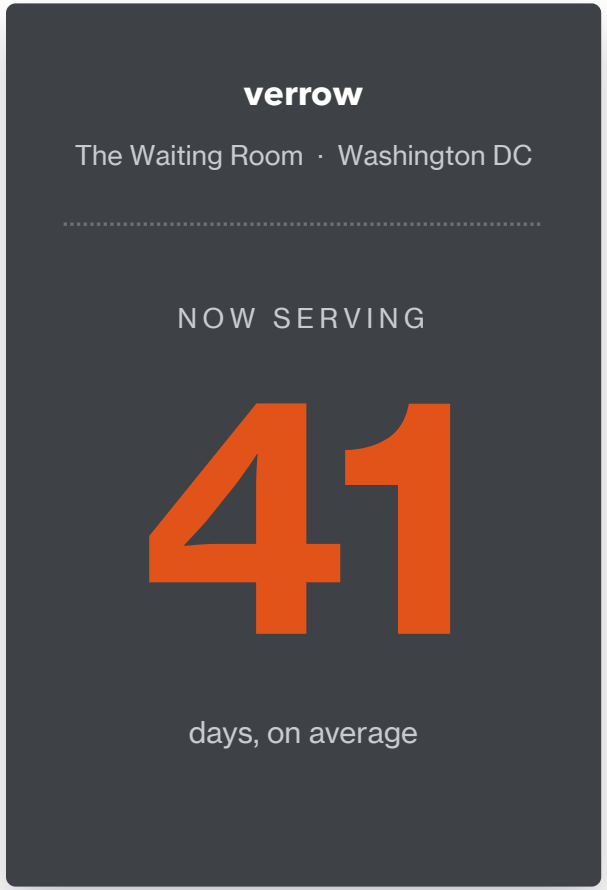
Source: Verrow invoice data, Jan–Sep 2026. Illustrative figures for spec work.

The Waiting Room

A real waiting room in Washington DC, for National Small Business Week.

Owners take a number and tell us how long they've waited to be paid.

Every story feeds the Late Payment Index. Same Day is the way out.



Three channels, one story, one launch week

Earned media

The Late Payment Index, with one national exclusive and 12 regional cuts.

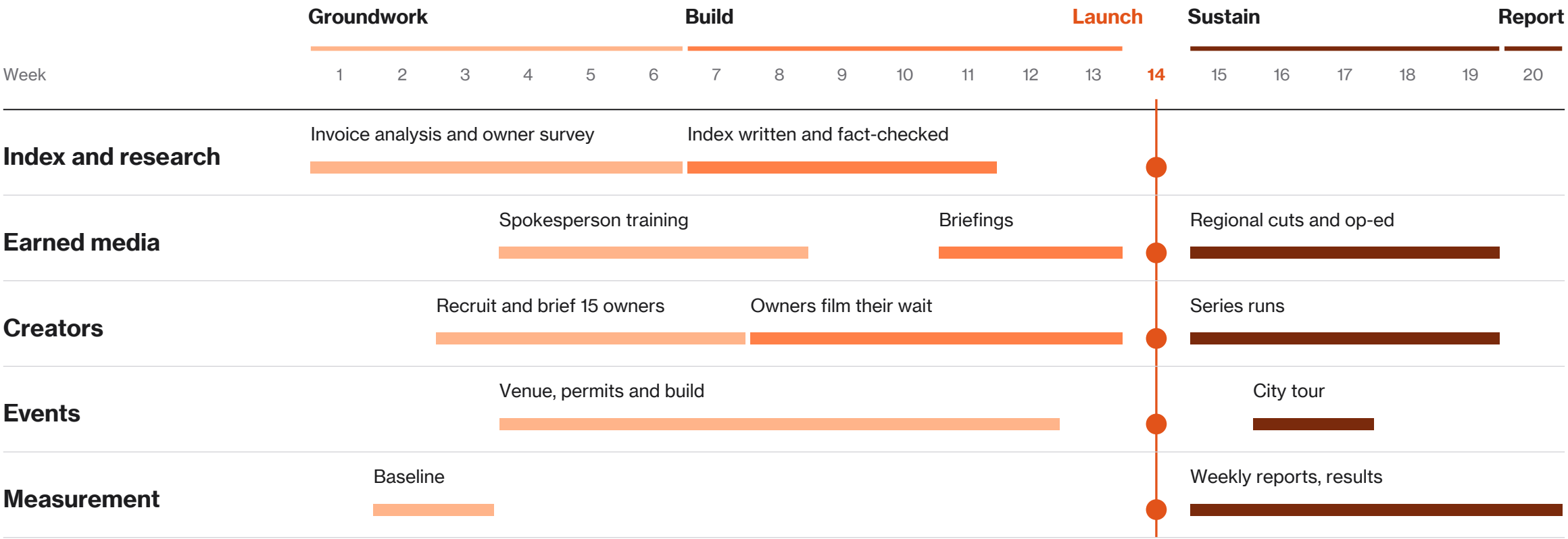
Creators

15 owners film one invoice from sent to paid, then try Same Day.

Events

The Waiting Room opens in DC in launch week, then visits Chicago and Atlanta.

20 weeks from sign-off to results



Week 14 is National Small Business Week: the Index goes out, The Waiting Room opens and the creator series goes live.

What success looks like at week 20

110+

Pieces of earned coverage, 8 in national business titles

20M

Views across the owner creator series

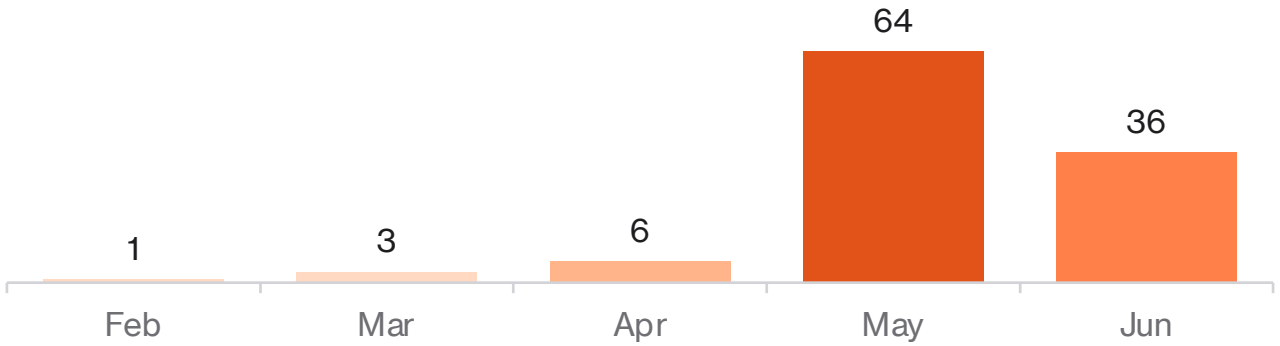
15%

Share of voice in business banking, up from 3%

25,000

Same Day sign-ups in the 8 weeks after launch

Forecast earned coverage by month



How we'll measure

- Each piece scored for tier, message and quote
- Weekly share of voice against four competitors
- Sign-ups tracked through campaign links
- Brand lift survey of 1,000 owners