

Mastercard

Problem

How does a well-known brand increase consumer preference for its product?

Solution

Create unique experiences for the target audience.

Background

MasterCard brand enjoys almost universal awareness. Its “Priceless” advertising campaign is iconic and well-loved by advertising fans and consumers alike. But this hasn’t necessarily translated to preferred card usage, particularly among the Affluent. While small, the Affluent segment generates a ton of revenue for MasterCard. They’re concentrated in the top 10 metro cities in the US, and it should be no surprise that New York City is on the very top of that list.

Affluent New Yorkers are culturally adventurous men and women, who are busy and can’t find the time to constantly discover interesting experiences beyond what they already know. MasterCard saw an opportunity to move the brand from an observer of Pricelessness to an enabler of culturally-rich priceless experiences that can only be purchased via a MasterCard card, thereby driving increased usage of and preference for the brand. Priceless New York, a platform of exclusive priceless experiences and offers in dining, shopping, sports and the arts, was born.



Objective

The target for this campaign was Affluent New Yorkers who are culturally adventurous, well-traveled and in-the-know men and women, 35+ with a \$150K HHI, who live and love in the metro-New York area. They likely carry multiple credit cards in their wallet, including a MasterCard card, but they do not have a strong relationship with any one card brand.

In July 2011, MasterCard launched a multi-platform integrated media plan against the Affluent New Yorker target group, to not only build awareness of and engagement with the Priceless New York platform but also work with media partners to create the Priceless New York product offering. The campaign comprised TV, radio, print and digital. High impact OOH was also an important element of the plan to create buzz surrounding relevant consumer experiences, and provide a valuable and timely resource for MasterCard cardholders as they traveled in and out of the city.

Strategy

The OOH plan included ads on bus shelters and phone kiosks in New York City’s surrounding neighborhoods where MasterCard Priceless New York events and custom experiences were happening. The plan also used card ad units on Metro-North and the LIRR, along with subway station dominations to reach the target, as they commuted throughout the city and to and from work.

Around the holidays, MasterCard provided free cab rides to holiday shoppers. The wrapped cabs were stationed at Columbus Circle and Union Square. Riders could enjoy MasterCard PNY spots within the cabs courtesy of Taxi TV.

Plan Details

Market: New York

Flighting Dates: July - December 2011

Out of Home Formats: Some highlights of the plan included:

- 59th Street & Lexington Avenue Subway Domination: 8/1-9/25 and 11/1-12/28
- 15 wrapped cabs with tops offering free rides for cardholder for 9 hours/day: 11/25-11/26, 12/10-12/11, 12/13-12/24
- 3 Brand Ambassadors with iPads for consumers to sign up for more

Priceless experience information

- High Impact Taxi Tops: 8/1-10/23, 150 tops and 300 sides
- NBC Taxis/Digital Screens - (4) :60s custom content pieces featuring custom experiences MasterCard cardholders could exclusively have in the city, with banner ads that promoted the Priceless

New York website: 8/1-9/25, 5,500 taxi screens

- NBC & ABC Taxi/Digital Screens
 - Standard Digital :30 Spots: 7/11-12/25, 11,800 taxi screens
 - Preferred Ad Position :30 spots (2nd Position): 7/11-8/7, 11,800 taxi screens
- Columbus Circle Subway Station Domination: 9/1-10/28



Results

In six short months, the Priceless New York campaign boosted the brand, across all key performance metrics:

- MasterCard brand awareness among the Affluent target increased 20%.
- MasterCard's Net Promoter Score, which measures the percentage of respondents who would recommend the brand, increased significantly. The score was the highest MasterCard had ever seen in the US, and was fast movement for a typically slow-moving metric.
- Among consumers who purchased an experience, their total MasterCard spend rose 35%.