



WORLDWIDE PARTNER

FACT SHEET

Visa Go Fans

- CAMPAIGN:** *Go Fans*
- AGENCY:** TBWA/Chiat/Day, Los Angeles (advertising)
AKQA (digital advertising, social media executions)
- CONCEPT:** Visa's first-ever global FIFA-themed marketing campaign – *Go Fans* – was developed to connect with football fans worldwide to drive preference for and usage of Visa products, promote Visa's association with the 2010 FIFA World Cup South Africa™ and reinforce the ways in which Visa enhances the fan's World Cup experience.
- The *Go Fans* campaign celebrates the common love that all fans have for football and creative executions feature the colors of the national flags of the 32 qualifying countries, symbolizing the expression of each fan's true colors and love of country.
- The campaign also aims to reinforce the ways that Visa enables fans to express their true colors in support of their teams by offering an easier way to pay, their Visa card.
- Today, 90 markets throughout the world are activating Visa FIFA-themed marketing programs with more than 500 clients.
- COMMERCIALS:** ***“Anthem” (:30)***
- “Anthem” features footage of fans throughout the world expressing an array of emotions while viewing football matches. Overlaid with the colors of individual national flags, footage follows the natural progression of anticipation, tension, joy and heartache displayed by football fans during a match. The spot illustrates how fans are divided by their passion for their favorite teams but united in a shared love for football.
 - The soundtrack to “Anthem” is an original composition written by South African natives Nonkululeko and Philisiwe Moya entitled “Stand as One, Unite,” and is performed by the Agape Children's Choir.
 - “Anthem” was directed by Jake Scott, the son of Ridley Scott, whose previous work includes the iconic music video “Fake Plastic Trees” for Radiohead.

- Localized versions of Visa’s “Anthem” commercial debuted the week of March 1 in Hong Kong, Japan, South Korea and Taiwan.

**CAMPAIGN
ELEMENTS:**

Utilizing the flexibility of the *More people go with Visa* campaign, elements of the campaign will be customized and appear in 30 markets around the world to strengthen the campaign’s relevance in those regions. Elements will include television, print and out-of-home advertisements, usage promotions, experiential offers for cardholders, merchant discounts and social media executions.

Visa has also introduced customizable usage promotions in core markets that provide Visa cardholders with the chance to win tickets to the 2010 FIFA World Cup South Africa™ every time they use their Visa cards.

In the lead up to the FIFA World Cup™, Visa provides financial institutions and merchant partners throughout the world with FIFA-themed creative and marketing materials to enhance their card-marketing efforts, help drive business and achieve corporate brand objectives.

**DIGITAL
ELEMENTS:**

Following a successful utilization of social media channels in support of the Vancouver 2010 Olympic Winter Games for *Go World*, Visa has once again tapped this engaging and increasing popular medium for the 2010 FIFA World Cup™. Visa introduced the *Visa Match Planner*, a social media application that allows users to create customizable, dynamic FIFA World Cup™ viewing schedules to share with friends via social networking channels such as Facebook (US - www.visagofans.com). With the application, users can organize match viewing parties, chat with friends, track scores and standings, and obtain exclusive offers from merchants such as the “FIFA Official Store” on FIFA.com.

The *Visa Match Planner* is available in English, Japanese, Spanish, and Portuguese and is customizable for each of the 32 qualified countries.

Visa has also created a *Go Fans* YouTube channel (www.youtube.com/visagofans) enabling football fans to express their true colors in support of their national teams by viewing, uploading and sharing videos capturing creative, entertaining, passionate or humorous goal calls.

By watching goal call videos on the *Go Fans* YouTube channel that are part of the *Visa Watch your Way to Brazil Sweepstakes*, fans will also have the opportunity to win a trip

to the 2014 FIFA World Cup™ in Brazil. Viewers will receive an opportunity to enter the sweepstakes each time they find a goal call video with a golden tint treatment. In addition to the grand prize trip to the 2014 FIFA World Cup™, fans will have the chance to win weekly prizes of \$100 Visa gift cards. No purchase or obligation necessary to enter or win. Official rules are available at www.youtube.com/visagofans.

Goal call videos featuring celebrity football fans on the *Go Fans* YouTube channel include Steve Nash (NBA star, Canada), Cafú (former football player, Brazil), Jorge Campos (former football player, Mexico), Andres Cantor (sportscaster, Argentina), and Tulio (football player, Japan) will encourage other fans to do the same by filming and submitting their best Gooal videos to the *Go Fans* YouTube channel.

**OOH
EXTENSIONS:**

The Gooal shout will also be brought to life through a series of activities and events around the world set to take place between May 15 and June 19 in participating markets including the United States, Japan, Mexico and Brazil. In the U.S., Visa *Go Fans* street teams will visit popular New York City restaurants and bars from June 12-19 to record Gooal shout submissions from fans viewing FIFA World Cup™ matches. Select videos will later be uploaded to the *Go Fans* YouTube channel.

Also in New York City, creative from the Visa Go Fans FIFA-themed marketing campaign will dominate four of Times Square's largest digital billboards, ABC's SuperSign, American Eagle, NASDAQ and Reuters, during 11 broadcasted 2010 FIFA World Cup™ matches beginning with the USA vs. England match on June 12 and concluding with the final match of the tournament on July 12.

**CONSUMER
EXTENSIONS:**

For the 2010 FIFA World Cup South Africa™ Visa has created the "Go 2010 Football Experience" which will provide fans with unique behind-the-scenes access and once-in-a-lifetime experiences which include a pre-match Stadium Tour, viewing the team warm-up by the pitch, and a half-time pitch-side tour. More than 500 "Go 2010 Football Experiences" have been offered to Visa cardholders worldwide.

ADVERTISING CREDITS:

Agency Team:	TBWA/Chiat/Day
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Chief Creative Officer (Berlin)	Stefan Schmidt
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