



WORLDWIDE PARTNER

FACT SHEET

Visa Host Market Activation 2010 FIFA World Cup™ South Africa

Host Market Impact

As the host nation for the 2010 FIFA World Cup™, all eyes are on South Africa. In addition to South Africa, Visa's FIFA sponsorship is being activated in 12 countries in Sub-Saharan Africa including: Algeria, Botswana, Egypt, Kenya, Mauritius, Morocco, Namibia and Tunisia.

In Africa, Visa's marketing strategy has focused on below-the-line activation campaigns and usage promotions with financial institution clients and merchant partners, with support from traditional advertising channels such as TV, print and out-of-home.

Merchant Activation

In advance of the FIFA World Cup™, Visa has focused its merchant and client efforts primarily in five areas: Johannesburg, Cape Town, Pretoria, Durban and Port Elizabeth. Shifting its marketing model to allow for an extended period of merchant activation in advance of the FIFA World Cup™, Visa has been able to continuously and effectively communicate cardholder benefits through the following retail channels:

- **Local Merchants** – Visa FIFA-themed creative and point-of-sale (POS) promotions featured throughout in-store merchandising across major retail categories, including food, clothing and pharmacies.
- **Mall Operators** – Its relationships with individual in-mall merchants enabled Visa to secure mall branding and window-dressing program deals that amplified merchant campaigns.
- **National Merchants** – Activation at national merchants in the grocery (Pick n Pay), pharmacy (Clicks), clothing (Ackermans), shoe (Shoe City) and hotel sectors, as well as concessions within national airports, has allowed Visa to raise visibility of its FIFA sponsorship and drive card usage among travelers.

In advance of the FIFA World Cup™, Visa registered more than 14,000 independent merchants across 186 malls and street precincts for its mainstream POS activation and window-dressing campaign in South Africa.

Financial Literacy

As a sponsor of the 2010 FIFA World Cup South Africa™, Visa is in a unique position to merge sport and education into one package for the entertainment and education of local audiences. Using its FIFA partnership to engage audiences, Visa can

continue to use specialized programs to communicate financial literacy skills to spread economic knowledge in areas with low literacy.

- The *Visa Financial Literacy Roadshow* is a live industrial theater performance that provides educational messages in an entertaining, relevant, and unique manner so that audiences both understand and remember the core messages. Targeted primarily to the unbanked and under banked, the roadshow aims to ease entry into the banking system and deliver core messages around budgeting, saving and using an ATM as well as safety and security messages while transacting with a payment card.
- *Kick the Cash* is an educational program conducted in malls and other shopping centers across South Africa to assist shoppers who have a payment card in their wallet learn how to use digital currency.

This program aims to illustrate positive experiences with payment cards, and offers in-store assistance with payment transactions and point-of-sale (POS) machine use.

Using the financial literacy road show, as part of FIFA's Ticket Fund initiative, Visa will distribute 5,000 FIFA World Cup™ tickets to economically disadvantaged South Africa residents who may not otherwise have the means to attend a match. This program allows for Visa to leave a lasting legacy beyond the 2010 FIFA World Cup™.

Go Fans

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.

In South Africa, Go Fans will be customized to strengthen the relevance of the campaign in the host market with elements including television, print and out-of-home advertisements, usage promotions, experiential offers for cardholders, and merchant discounts.

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 Africans Nonkululeko and Philisiwe Moya entitled “Stand as One, Unite,” and is performed by the Agape Children’s Choir.
- A localized version of “Anthem” debuted in South Africa on May 28, 2010.

For further inquiries outside of South Africa:

Nancy Panter
Visa Inc.
Mobile: +1 (415) 244-9857
npanter@visa.com

For further inquiries within South Africa:

Gill Cederwall
Visa Sub Saharan Africa
Office: +27 (011) 483-4313
buchanag@visa.com