



CASE STUDY

Visa Latin America/Caribbean FIFA Promotions

Visa is one of six global FIFA partners with exclusive global category rights through 2014. The partnership provides Visa with global rights to all FIFA World Cup™ activities in the Financial Services product category. These rights may be activated by financial institution clients and merchant partners to drive business and corporate brand objectives using exclusive and unique Visa programs.

Nowhere is the passion of football more evident than in Visa's markets in Latin America and the Caribbean (LAC). Because of the regional passion for football, the FIFA sponsorship has unique relevance to fans and Visa's partners in LAC providing a unique opportunity to build business for its financial institution clients and merchant partners in more than 40 LAC countries.

Two of the most passionate fan bases reside in Mexico and Brazil. Some 55% of Brazil's total population is football fans with some 96% of who watch it on television. In Mexico, 49% of the total population is composed of football fans.

To tap into these passionate fan bases, the LAC region has developed a number of customized football promotions designed to:

- Activate Visa's current regional football properties
- Drive acquisition/activation of Visa products
- Support Visa's global *Go Fans* advertising campaign
- Maximize football assets and partnerships to increase brand leadership, grow Visa transaction volume, expand acceptance and enhance preference for products and services

Trophy Stopover

In 2009, a number of national and regional promotions were created including a 2010 FIFA World Cup™ trophy stopover in Mexico and Brazil, which was created for Visa's client banks. In all, some 7,200 employees of Bradesco, Banco do Brasil, Santander, Itaú, Bancomer, Banamex and Banorte interacted with the 2010 FIFA World Cup™ trophy. In addition, the trophy was put on display in Morumbi Stadium in Sao Paulo, Brazil, and Azteca Stadium in Mexico. This resulted in over 90 million combined media impressions and 160 articles in Brazil and Mexico.

Client Promotions

Throughout the region, 20 markets with some 48 Visa client banks are estimated to be activating some 62 customized 2010 FIFA World Cup™ promotions by June 2010, including at least five client banks in Mexico and five client banks in Brazil. Most client cardholder football promotions in LAC will run through June 2010.

For the exclusive client promotions, Visa created customized programs that generated:

- Exclusive experiences for marketing use
- Creative proposals integrated in Clients' LTF (Look, Tone and Feel)
- Product Marketing through an exclusive card design line

- Access to hospitality packages

Visa National Promotions

In Brazil, the national promotion which allowed 100 lucky cardholders to win a trip to the FIFA World Cup™ featured some 20 million direct mailings from 11 banks, including one promotion which reached over 250,000 registered cardholders. The promotion will run until June 2010. In Mexico, a partnership with Walmart also solicited cardholders to use their Visa cards to win a trip to the 2010 FIFA World Cup™. This promotion offered an opportunity for Visa cardholders to win trips to the 2010 FIFA World Cup™ and a Sony 19" LCD with a minimum purchase of 600 pesos.

Go Fans Promotion in Greater LAC markets

In support of the launch of Visa's new global campaign, *Go Fans*, a multi-market promotion in nine participating countries offered a chance to win 11 hospitality packages as well as a number of prepaid cards. More than 20 client banks engaged in communicating the promotion through websites, email, newsletters, bank magazines, inserts, mailers and bank statements. The objectives of this campaign were to generate awareness of Visa as a global sponsor of 2010 FIFA World Cup™, while building on Visa's brand positioning:

- Better money: every transaction gives you a chance to win
- Better living: Visa gives you access to the best football event in the world (website content, gift cards to enhance a home football experience and chances to win a hospitality package to the 2010 FIFA World Cup™)

To participate, cardholders were required to register at www.visa.com/gofans. By requiring registration, Visa could:

- Engage cardholders with Visa property and the promotion
- Obtain feedback to measure promotional effectiveness, evaluate media efficiency and improve future activities
- Avoid unaware winners

Go Fans Promotion Results:

- Over 380,000 site visitors
- Close to 2 million rich media interactions, with an average 35 seconds, achieving a 1/3 interaction rate
- Over 36,000 registered participants