



## FACT SHEET

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# Go World Olympic Marketing Campaign

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### **About Go World**

Visa's global Olympic-themed marketing campaign – *Go World* – was developed to promote Visa's association with the Olympic and Paralympic Games and enables Visa to connect with cardholders and Olympic fans to drive preference for and usage of Visa products worldwide. *Go World* transcends borders, resonates with fans' sense of national pride, builds Visa's business and that of its clients, and advances the spirit of the Olympic Movement.

Visa's financial institution clients and merchant partners are also able to strengthen and build their business with Visa by participating in Visa's Olympic-driven marketing programs.

### **History of Go World**

*Go World* originally debuted in the United States leading up to the Beijing 2008 Olympic Games. The campaign won numerous awards and accolades including a Silver Effie award in 2009 within the Financial Services, Cards Category and a Financial Advertising and Marketing Media Strategy Award from *The Journal of Financial Advertising & Marketing* (JFAM) within the Credit Card Category.

*Go World* became Visa's first global Olympic-themed marketing campaign in 2009 ahead of the Vancouver 2010 Olympic and Paralympic Winter Games. More than 300 financial institution clients and merchant partners in 20 markets participated in Visa's Olympic marketing campaign to generate business and excitement among their customers. *Go World* has provided a platform for Visa to introduce new and innovative ways to engage with cardholders, drive usage of Visa-branded products and increase brand equity. For example, Visa developed a global campaign framework that regions throughout the world customized for their local markets, utilized digital channels like YouTube and Facebook to continually connect with fans, created relevant merchant tie-ins in physical and virtual environments to connect with consumers at the point of transactions, and brought the campaign to life by displaying ads in 3-D within Grand Central Station in New York City leading up to the Games.

In an effort to extend awareness of the *Go World* campaign and Visa's relevance during the Olympic Games, Visa has also created a series of special edition congratulatory TV ads during both the Beijing and Vancouver Olympic Games celebrating the achievements of Team Visa athletes and aired them immediately following their medal performances.

### **Go World London 2012 Olympic Games**

Visa will once again build on the legacy and success of the *Go World* marketing campaign leading up to and during the London 2012 Olympic Games in markets

throughout the world, where the campaign will be customized to maximize local relevance.

For the London 2012 Olympic Games, the *Go World* campaign, which will run in over 35 countries, will continue to communicate Visa's universal acceptance and proud history as a sponsor of the Olympic Movement for 25 years. At the core of the campaign is demonstrating the unique role that Visa, the universal currency, plays in helping fans celebrate and participate in the world's most universal event.

The campaign will include television, digital and out-of-home advertising, robust social media extensions, usage promotions and various other extensions.

The unique and inspiring stories of Team Visa athletes and Olympic legends will also be featured prominently throughout the *Go World* campaign celebrating athleticism and human triumph.

For further information concerning Visa, the Olympic Games and *Go World* campaign, please contact Nancy Panter in San Francisco at (650) 432-1454. More sponsorship information is available at [www.visa.com/olympicmediakit](http://www.visa.com/olympicmediakit).