

Go Cashless, Pay Contactless – Budapest Is Ready!



In Hungary, a special campaign and social media competition has boosted innovative payment experiences in the city. 500 participants took part in 'We Try Budapest' which gave cardholders the chance to try out PayPass at the merchant location of their choice, whilst also enjoying some priceless moments. The project, which primarily targeted young cardholders between the ages of 18 and 35, was implemented with Budapest's most popular activity guide website, WeLoveBudapest.hu.

Participants had to submit an online application, naming three different *PayPass* accepting venues they wanted to test. The selected applicants then received EUR 30 from MasterCard, which was transferred directly to their own *PayPass* bank cards to cover the costs of testing.

A unique campaign shaped by participant choices An important element of online applications was the applicants' social media profile and presence, enabling the organizers to select testers with the biggest potential for an expansive social media outreach. Testers had to select their venues in a creative way, as Endre Eölyüs, Country Manager, Hungary, explains; "The most unique part of the project was that we empowered participants to test whatever they wanted, and pay with PayPass in any shop or venue according to their daily needs. The shops tested varied from pet shops and beauty salons, to food store, clothes shop, theaters and sports centers."

As well as treating themselves to special experiences, some participants used the money to support charitable causes, such as buying toys for sick children in hospital, or food for homeless people in Budapest. "This just showed us how naturally cardholders have started to use their PayPass cards, in all sorts of everyday situations, including helping others" added Eölyüs.

Attractive Prizes Boost Involvement

Participants were encouraged to publish creative and engaging social media posts on Instagram, **Facebook** and Twitter with the chance to win attractive prizes. The main prize was a position as "MasterCard's Festival Ambassador" – an opportunity to continue testing *PayPass*

payment experiences at three of this summer's MasterCard-sponsored music festivals. Two ambassador titles were awarded to Peter Csanyi and Daniel Horvath for their high level of input.

The campaign generated 800 posts at various social media sites documenting the testing and the campaign.