



Romanian celebrity Cabral gave Carrefour staff and customers a priceless surprise

A Priceless Surprise to Brighten up the Weekly Shop

A normal day's grocery shopping recently became special for five cardholders in Bucharest, Romania. Whilst shopping at a Carrefour hypermarket, they received a Priceless Surprise just when they were about to pay for their groceries. Popular TV star, entertainer & blogger, Cabral, lay in wait with a camera crew, ready to brighten up the day for those paying with MasterCard or Maestro.

As soon as the customer took out his or her card to pay, a secret signal was sent to Cabral, who appeared from nowhere. As well as raising smiles from the lucky customers and Carrefour staff, Cabral took care of the customers' shopping bills with a contactless MasterCard card, so this special event was also a great way to also educate consumers about contactless.

Diana Tanase, marketing manager, Romania, says; "We teamed up with our longstanding partners, Carrefour and Cabral to bring special moments to some of our clients. We were very happy to surprise such nice people and to reward them for using a MasterCard card. We want our cardholders to know they can expect a great moment to happen anytime they pay with their MasterCard card so other Priceless Surprises will come soon!"