

Fearlessly Shopping the Online World



A new global consumer marketing campaign positioning MasterPass as the most trusted payment option for online shopping has launched in Australia. The TV and online digital campaign focuses on the consumer needs of trust and convenience, together with one's bank. Encouraging consumers to fearlessly shop the world, the campaign aims at savvy online shoppers who are looking for a safe and convenient way to pay online.

Andrew Cartwright, country manager for Australia, says the country is a frontrunner when it comes to MasterPass milestones. Our Australia team was the first market to launch MasterPass in early 2013, the first market to launch a partner wallet *CommBank Checkout*, late last year in partnership with Commonwealth Bank. Commbank Checkout was also the first API (Application Programming Interface) version of our MasterPass wallet to launch globally.

Therefore it only seems fitting that Australia is leading the way with this next big exciting milestone.

Adding a Human Touch

Michelle Pilot, head of Marketing for Australasia, describes the sizable campaign as bringing a more human approach to a traditionally functional category. Until now, e-commerce payment tools have been pushed to consumers as something with functional but impersonal benefits.

"We have approached the MasterPass campaign with a focus on the emotional connection that people have to technology and the way it interacts with their lives," says Michelle. Behind the campaign consumer research revealed that people love the freedom of exploring the world of online shopping, but have a nagging fear around the process. Security fears and payment hassles can limit the experience of online shopping and even derail it. MasterPass combines the payment brand that consumers know and trust, in partnership with their own bank, to make it a more positive experience.

When security fears are no longer an issue, it gives customers the confidence to shop the world fearlessly, and this insight has driven the creative execution of the campaign.

Telling the MasterPass Story

There are three 30-second television commercials at the center of the campaign, which all feature a humorous take on the 'Priceless' theme. These are each supported by 15-second follow-up spots which further explain the benefits of MasterPass.

This campaign will not only build awareness but also tell the story of what MasterPass is and

show its relevance in everyday life. In Australia, the TV commercials are to be supported by an extensive digital campaign to provide the best possible reach to target our desired audience.

The integrated marketing campaign supports the many issuing, technology and retail partners already working with MasterCard on MasterPass since its Australian launch.

MasterPass is now available at Event Cinemas, Ozsale and Sydney Opera House, plus Running Bare, and 1300Hampers.com.au that have come onboard recently, alongside many more retail partners.