



OOH Case Study

Mastercard

Problem

How can Mastercard build awareness for their convenient contactless payment method?

Solution

By showcasing how the card makes life easier with a transit campaign.

Background

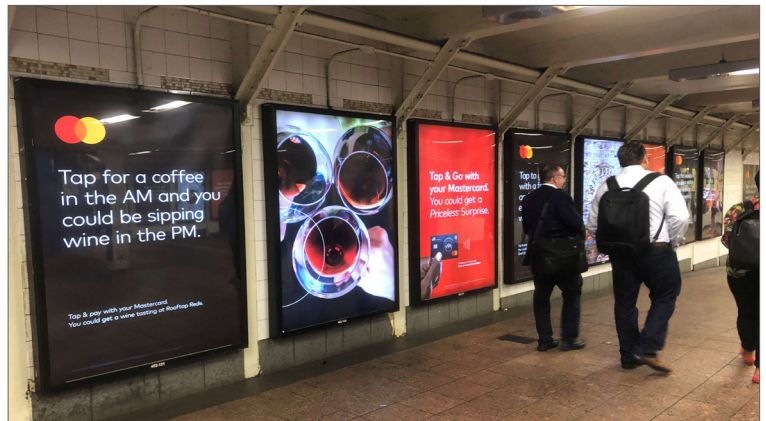
Contactless payment is increasingly becoming part of day-to-day lives from everything such as small purchases like morning coffee to large scale retail purchases. There has been huge anticipation of contactless payment being introduced on the New York MTA as a way to simplify the commute and avoid long lines to refill a Metro Card. At last you would be able to tap and travel! The brand wanted to better associate itself with contactless payment solutions and make it the preferred payment method of consumers. Simultaneously, they wanted to demonstrate how the brand makes users' lives easier by seamlessly weaving into their daily routine.

Objective

Mastercard wanted to drive awareness and perception that tapping your Mastercard is the best way to pay for everyday transactions, leveraging transit as an example to lead to transactions in other product categories. However, Mastercard is not the only payment solution to offer contactless payments on the MTA, as other contactless cards from Visa, AMEX and other providers are also accepted. The objective was to create a perceptual ownership of contactless in NYC, and outshout the competition so consumers perceived Mastercard as the preferred card for contactless.

Strategy

Mastercard used out of home media to create high impact and mass awareness in environments where the payment solution could be used. With the launch of the MTA platform, which had the potential for millions of consumer uses a day, they wanted to make Mastercard the contactless payment of choice and also use the highly trafficked system to promote other uses for Mastercard. They wanted to create an unavoidable and dominant presence to promote the launch and increase adoption/usage at the actual subway turnstiles, while also integrating large format, first-to-market opportunities, including a construction barricade in Grand Central that incorporated advertising for the first time. Station dominations were the best way to showcase multiple creative executions and create an unmissable campaign. The out of home plan consisted of multiple strategically selected subway dominations at Grand Central Station and Union Square Station. These launch stations were two of the highest trafficked subway stations within the city. The Grand Central domination incorporated all opportunities within Grand Central: Grand Central Shed, Grand Central North, Grand Central Lower, Grand Central Digital, Vanderbilt Hall Digital and Grand Central Subway station, resulting in a truly immersive and cohesive message throughout Grand Central Station. The Union Square domination included the subway station domination and the Private Entryway which again dominated the area. The creative message prompted consumers to use their Mastercard right where they were. Creative executions were colorful and attention-grabbing, featuring



a variety of NY-targeted experiences, while also providing a clear call to action that riders could act on as the MTA's contactless terminals were live where the actual ads were posted via use of subway turnstiles. The sheer number of units within the station dominations allowed Mastercard to achieve both their B2B and B2C objectives; highlighting multiple card issuers throughout the stations, while also building mass awareness. While the main messaging goal was to promote the new partnership with the MTA, they also wove in messaging around their "Priceless Surprises", which was not dependent on contactless usage in transit. Creative featured phrases like "tap to get lunch with a friend and you could end up at dinner with a chef" featuring chef Marcus Samuelsson or "tap for a train ride to the Great Lawn and you could end up on the field" offering a baseball experience. These "Priceless Surprises" were used as an added incentive to try the new contactless payment method.



Plan Details

Markets: New York City

Flight Dates: June 10, 2019 - August 4, 2019

OOH Formats Used: Station Dominations

Target Audience: Adults 25-54

Total Impressions:

- Grand Central estimated at 9.4MM weekly = 112.8MM total
- Union Square estimated at 2.7MM weekly = 32.7MM total
- Total estimated impressions: 145+ million during the campaign period

Results

Seven weeks after the MTA introduced the contactless turnstiles, Mastercard saw a 33% growth in contactless transactions across all merchant categories, within the MTA zip codes that contain a Contactless turnstile.

Additional feedback from the client: Cheryl Guerin, EVP, North America Market and Communications, MasterCard - "The OOH looks incredible! Thoughtful risk taking got us here! Very exciting."

Christine Lustig, VP, Director US Media, MasterCard - "Thank you so much for your partnership on the contactless out of home! Looks really great and the team is super happy with it!"

The MTA has released some general information around the increase in contactless payments. i. [Link 1](#) ii. [Link 2](#)