



MasterCard's business-to-business communications needed to be energized with the same emotional relevance as the "Priceless" campaign. Those communications would be used as part of the association's on-going efforts to establish itself

as the global payments industry leader. Target audiences included member banks, merchants, and businesses that rely on electronic payments processing.

## MASTERCARD

### Building consistent brand equity across business-to-business audiences

An audit of MasterCard's corporate and business-to-business materials revealed a significant disconnect between how the company wanted to be perceived and the way it portrayed itself. MasterCard celebrated the value of human transaction to the consumer, but to professional audiences it positioned itself, its products, and its services as the star attractions rather than focusing on the customers.

We concluded that MasterCard wanted to be known as the company that forged authentic partnerships, putting customers and their needs ahead of its own. In almost every respect, this insight was parallel to the highly successful "Priceless" consumer insights.

Internal training and communications programs were developed to help MasterCard reorient its approach. Overnight, the customer and their business relationships became the centers of attention. Instead of communications describing how products worked, they focused on how they helped customers improve their business. The 'wins' that MasterCard helped provide were recognized and, from then on, described through the eyes of the customer.