



THE MARKET

Question: What's it take to make a lasting brand connection with Canadian consumers in the relentlessly competitive payments category?

- A category in which four big brands compete for more than \$74 billion in annual consumer spending . . .
- A category in which a *single share point* in Canada is bigger than the *entire* toothpaste category, the *entire* soap category, the entire bottled water category and the entire coffee, ice cream, snack, laundry detergent and facial tissue categories combined . . .
- A category in which the major players invest more than \$60 million in advertising annually...
- A category in which the global growth opportunity exceeds more than \$80 trillion — which is more than twice the size of the combined GDP of all the countries in the G8 . . .

Answer: It takes a campaign that taps into universal human truths — and yet speaks simultaneously to uniquely Canadian passions and pursuits.

It takes a campaign that not only *reflects* popular Canadian culture — but also reframes it.

It takes a campaign that builds buzz. Changes behaviour. Galvanizes key constituencies. And drives measurable results.

A campaign that is relevant and resonant. Meaningful and memorable.

And what do you call a campaign that does *all that*?

Priceless, of course.

ACHIEVEMENTS

The Priceless campaign is one of Canada's — and the world's — most recognized and lauded campaigns.

It has won virtually every creative and effectiveness award in the industry.

In 2005, MasterCard was named to *Marketing Magazine's* "Marketers That Mattered" list and won "Best of Show" honours at the CAPMA PROMO! Awards.

Globally, Priceless has won Gold EFFIE Awards for effective advertising in the "Payments," the "Sustained Campaign Success" and the "Multinational Campaigns" categories. Not to mention more than a dozen AME International Marketing Effectiveness awards.

On the creative front, the campaign has won Clio awards, ADDY awards, One Show awards, Beacon awards, Cresta awards, Creativity awards, Epica awards, Midas awards, Financial Communications Society awards, a Nikkei Advertising award and a Cannes Lion.

In 2004, Priceless was named to the "Viral Marketing" Hall of Fame and the Financial Communications Society "Slogan" Hall of Fame.



HISTORY

The Priceless campaign was launched during the World Series in the United States in October of 1997.

A year later, the campaign made its international debut, with the launch of the campaign in Canada in April of 1998.

To date, more than 70 Priceless television spots have aired in Canada, many of them created solely for use not only in the English Canadian marketplace but also for the French Canadian marketplace.

Today, the Priceless campaign is not just a landmark Canadian advertising campaign. Priceless is also the world's largest singular campaign, running in 105 markets and 47 different languages globally.

THE PRODUCT

MasterCard serves simultaneously as a trust mark for millions of Canadian consumers — and a payments fulfillment network for many of Canada's largest financial institutions.

In this dual role, MasterCard gives Canadian consumers access to quick and convenient payment at millions of locations in every corner of Canada. In fact, today there are more MasterCard credit cards in Canadian wallets than any other credit card.

What's more, MasterCard's expertise extends far beyond credit cards. MasterCard is a full-service payments brand — leading the way in the



industry with innovations such as contact-less payments and CHIP technology.

RECENT DEVELOPMENTS

Most recently, MasterCard Canada has taken marketing communication integration to new levels with the launch of the "I Wanna Drive The Zamboni" campaign. This program consists of a series of engaging, slightly offbeat and very Canadian TV spots that launched in MasterCard's NHL partner programming for the '05-'06 season.

The "Zamboni" theme is further extended with integrated communications that span everything from



how to amaze your friends and family by saying "priceless" in 30 different languages...			
❖ Arabic	لا يقدر بثمن	❖ Icelandic	ómetanlegt
❖ Armenian	angin	❖ Italian	non ha prezzo
❖ Belarusian	neatsenny	❖ Korean	값으로 말할 수 없습니다
❖ Bosnian	neprocjenjivo	❖ Mandarin Chinese	無價
❖ Croatian	neprocjenjivo	❖ Norwegian	ubetalelig
❖ Czech	k nezaplacení	❖ Polish	bezcenne
❖ Dutch	onbetaalbaar	❖ Portuguese	não tem preço
❖ English	priceless	❖ Romanian	de nepretuit
❖ Finnish	korvaamantonta	❖ Russian	бесценно
❖ Flemish	ontbetaalbaar	❖ Slovak	na nezaplatenie
❖ French	ça n'a pas de prix	❖ Slovenian	neprecenljivo
❖ German	unbezahlbar	❖ Spanish	no tiene precio
❖ Greek	Ανεκτίμητα	❖ Swedish	ovärderligt
❖ Hungarian	felbecsülhetetlen	❖ Turkish/Macedonian	besceneto

online; to point of sale; to bus wraps; to restaurant tent cards; to credit card statements; to inserts; to Zamboni t-shirts, Zamboni hats, Zamboni NHL arena events and an integrated Zamboni promotional offering.

PROMOTION

MasterCard recently walked away with the highest honors at the 2005 CAPMA PROMO! Awards — the industry's premier showcase for promotional effectiveness.

MasterCard's "We're At Your Service" Holiday Shopping Experience Program won gold for the "Best Activity Generating Brand Awareness & Trial Recruitment" category; gold for the "Best Brand-Building Campaign" category; gold for the "Best Event Marketing Campaign" category and gold for "Best In Show."

The program leveraged MasterCard's partnership with more than 40 shopping malls across Canada, offering shoppers who used their MasterCard cards free services such as coat-check, gift-wrapping, and mall porters. The program was, of course, supported with integrated Priceless communications.

BRAND VALUES

MasterCard has a unique understanding of what is truly valuable and meaningful to today's consumers.

In a major cultural shift that's taken place over the course of the last two decades, consumers across Canada have altered their collective definition of what signifies "success" in life.

Twenty years ago, success was signified by *material goods* (a fancy car, designer clothes, etc.). Today, *meaningful experiences* (quality time with loved ones, a sense of control in life) are the new symbols of success.

Because MasterCard understands this, it has become the brand's mission to provide Canadian consumers with access to "what truly matters" in life.



So whether it is an airline ticket to Alberta to visit your best buddy from university or a tank of gas for the trip to the cottage with your husband, the kids and the new puppy or a simple cup of coffee on the way to the first hockey practice of the season — MasterCard will be there for Canadians with the payment solutions that lead to priceless moments.

THINGS YOU DIDN'T KNOW ABOUT MASTERCARD CANADA

- With nearly 400 commercials since 1997, Priceless has gone on to become one of the most beloved, most lauded and most effective campaigns in the world.
- Grammy Award winning musicians Wyclef Jean, Frank Sinatra and Paul Simon have all been featured in a MasterCard television spot.
- Mastercard advertising campaigns have included the FIFA World Cup, the Stanley Cup and the Memorial Cup.
- Homer Simpson, Miss Piggy and Kermit the Frog have all appeared in MasterCard ads.