

MasterCard – ‘Priceless Sydney’

Objective

Broadcast awareness and increase interest for MasterCard’s ‘Priceless Sydney’ campaign.

Audience

Affluent families with children.

Approach

Iconic Large Format roadside sites were used to announce the launch of the prestigious ‘Priceless Sydney’ rewards program by broadcasting awareness and driving current cardholders online. In addition, airports connected MasterCard’s at the premium airport environment where their hard-to-reach affluent audience had long dwell times.

Impact

- 98% of respondents recalled seeing the ‘Priceless Sydney’ campaign on Out-of-Home (OOH) including: billboards, shopping centre panels and at airports
- Awareness of the ‘Priceless Sydney’ campaign more than doubled from campaign launch with 41% ad recognition across all three OOH mediums
- Website visits increased three fold during the campaign with current customers, including an increased likelihood to register for the Rewards Program

[More case studies here.](#)

Campaign source: [oOh!media](#)



Category: Finance

Year: 2012

Media Agency: Universal McCann