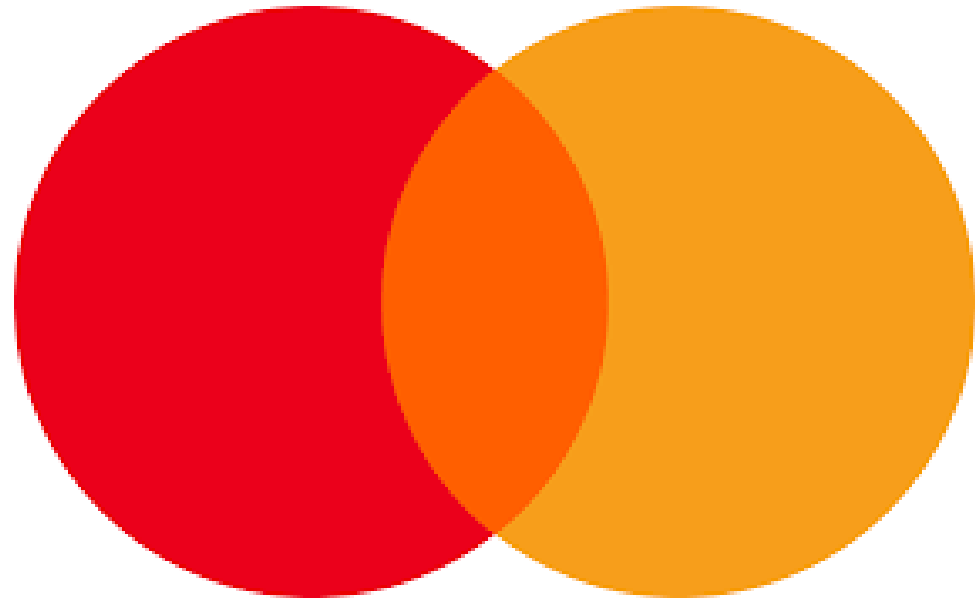


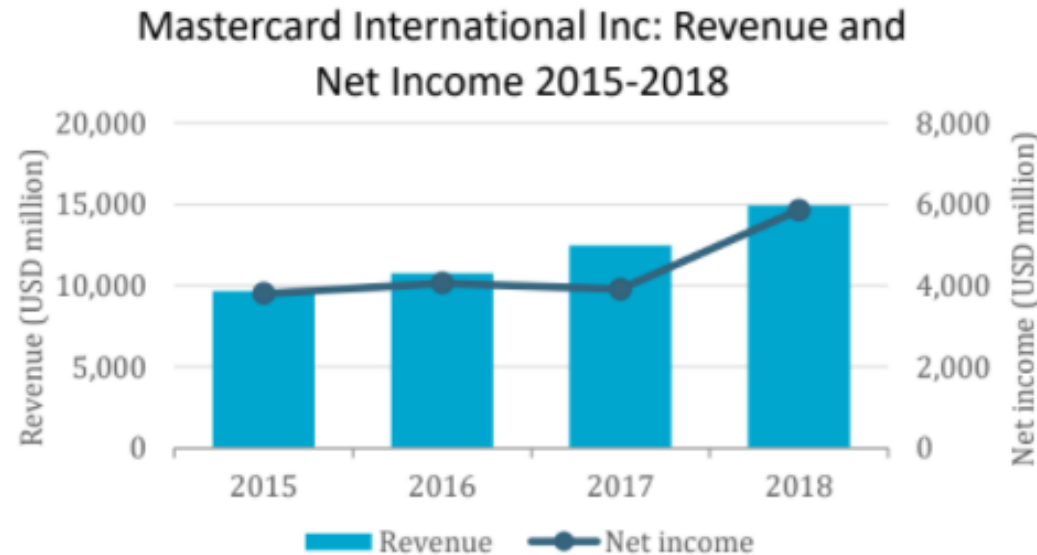


mastercard®

By Daniela Navas, Gurpriya Seth, & Zoelle Bani

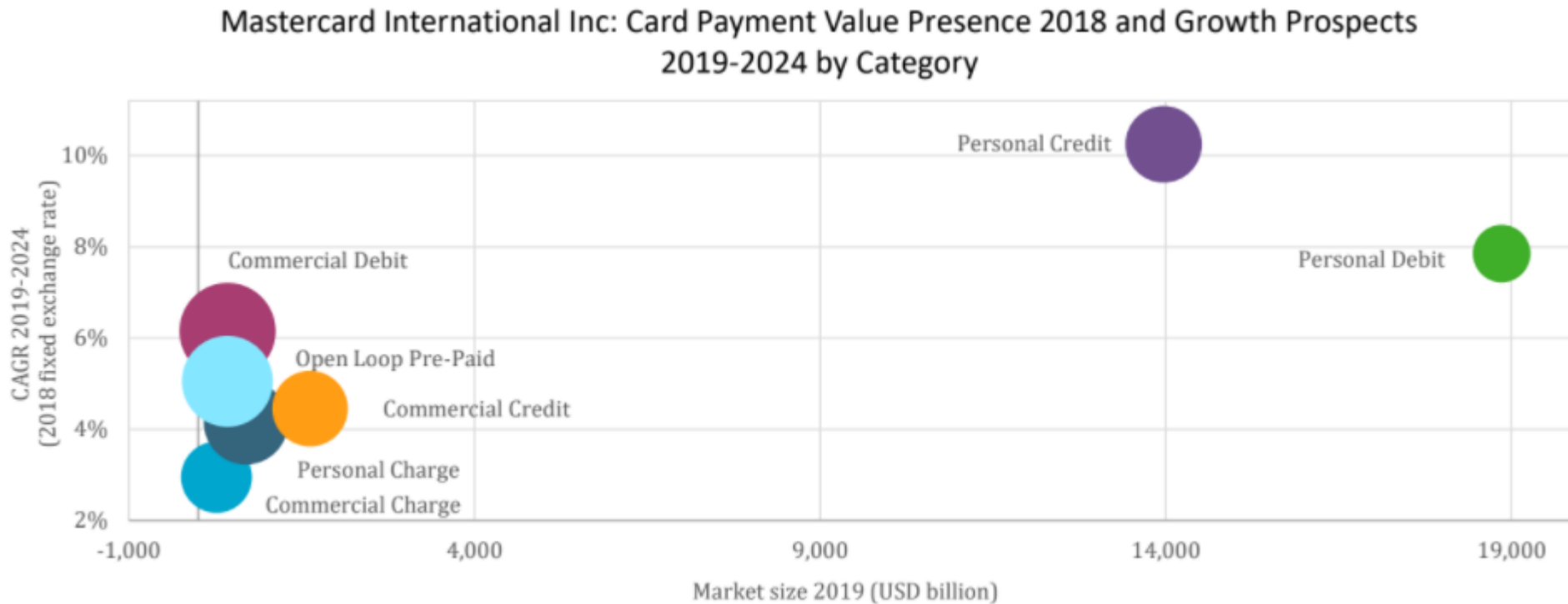
about mastercard

- Founded in 1966, mastercard is one of the most accepted card networks in the world.
- Following Union Pay and Visa, mastercard is positioned as the 3rd largest card network operator globally (2018), (Tuttle, 2019)
- Competitors in North America: Visa, Discover, and American Express.
- 20% growth in revenue from 2017 to 2018. (Tuttle, 2019)



insights

- "Credit card payments contribute the most to Mastercard's total product mix. In 2018, they accounted for 55% of all card Mastercard payments in value terms, at USD2.5 billion." (Tuttle, 2019)
- "Personal credit cards are expected to be the fastest growing card type over the 2019-2024 forecast period" (Tuttle, 2019)



Note: Bubble size shows company share of category in 2018, range displayed: 11% – 30%.

insights

- A lot of students/young adults aren't very confident about managing their money.
- Most feel overwhelmed by financial burdens.
- Majority of them seek expert advice before making financial moves.

[Click here to see the data](#) (Vividata, 2020)

single minded thought

mastercard x students

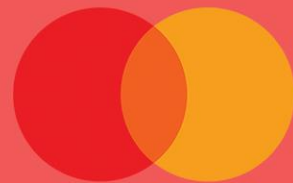
big idea

adulting made easy.

executions



Just bought textbooks?



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Just paid rent?



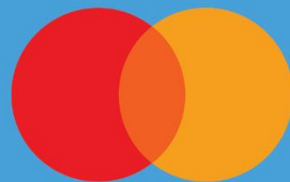
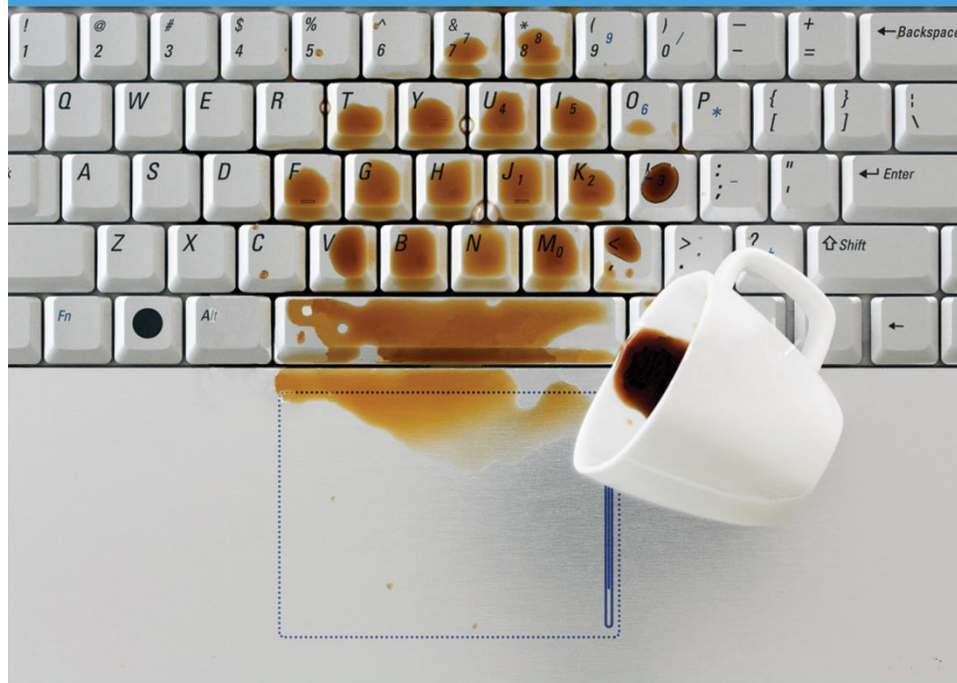
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Just paid tuition?



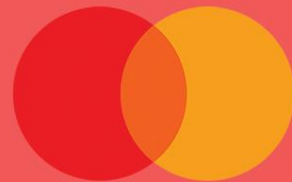
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Link to the video:

https://drive.google.com/file/d/1y0iE_dx4dHFfK0KrgxPqS8_TahGZLmnY/view?usp=sharing

ad placements



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1:54 AM - 17 Nov 2020



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4.2 / 5.0 stars - 123 ratings

Open



416



647



Promoted

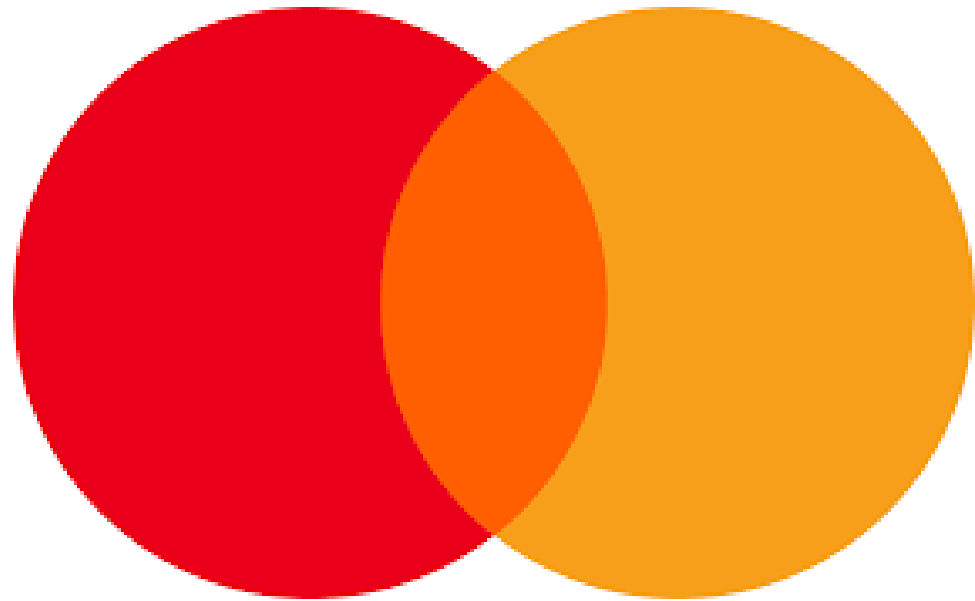
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references

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