

Client: Mastercard

Account Manager: Gurpriya Seth

1. What is the problem the advertising needs to solve?

Young people, stepping into adulthood, need assistance with navigating through their newfound financial independence.

2. Whose heads and hearts are we trying to win?

- Younger Gen Y & Older Gen Z
- College/University Students

3. What do we know about them and their unmet needs that will help us win them over?

They now have new expenses and are trying to figure out how to handle them.

4. What do we want them to think, feel, or do as a result of our advertising?

We want to make them feel at ease about stepping into this new phase of their life knowing that Mastercard is here to assist them.

5. What is the one thing we can say to achieve this?

Mastercard makes adulting easy.

6. What gives our brand the right to claim the one thing we want to say?

We provide our customers with the extra help they need to maintain their adult life.

7. What is the essence of our brand that grabs people's hearts and what is its voice?

Mastercard makes dealing with payments easy.

8. How will we measure success?

The number of new sign-ups for credit cards.

9. What are the executional mandates (incl. media)?

OOH - Poster, Billboards, Social Media.