

MasterCard International
888 Seventh Avenue
New York, NY 10106
212 649-5513

HIGHLY CONFIDENTIAL
SUBJECT TO PROTECTIVE ORDER



file

RECEIVED

MAY 14 1992

J.W SAUNDERS

May 12, 1992

Mr. Joseph Saunders
President and Chief Executive Officer
Household Credit Services
1441 Schilling Place
Salinas, California 93901

James N. Desrosier
Vice President
Advertising

Dear Joe:

This provides a copy of the storyboard for a new Gold Card TV commercial. At the Business Committee meeting in Washington last week, we told you we were about to produce two new "Master The Moment" TV commercials. The new Standard Card spot was presented and approved for production. And we said we would forward the new Gold Card spot as soon as we completed developing it.

The attached board tells the story of a working couple in their mid-thirties making plans for how to use their time off. As they consider their options, they briefly imagine what each experience would be like. Finally, they decide to do something exciting that the whole family will enjoy and remember.

This is a classic "Master The Moment" story line spot utilizing the gold puzzle mnemonic. Continuing with the brand's focus on core benefits, the strategy is to communicate Gold MasterCard's higher credit line and unbeatable acceptance. This message came across very clearly in consumer testing. Underlying this communication is the message that the consumer's dreams for themselves and their families are within their grasp. Importantly, Gold MasterCard is seen as being an integral part of making the experience happen. All of this builds up to pay off with a sense of pride and gratification that "we can and did do it."

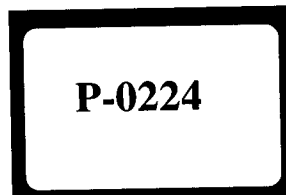
As discussed at the Business Committee meeting, we are evaluating the acceptance claim language. We will advise you as to how we will proceed prior to the spot's airing.

We'll begin production of this commercial next week and plan to have this spot join the rotation in early June, airing through year end. Despite the agency review process now in progress, the 1992 media schedule will run as planned. This new commercial will help insure our pool is fresh and that no individual spot will wear out from over-use this year.

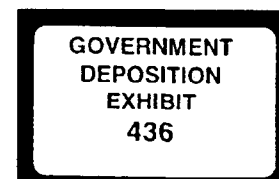
Please let me know if you have any questions or comments.

Best regards,

Attachment



HI025711



LINTAS:NEW YORK

The Dao Hammarshoic Plaza New York N.Y. 10017 • 212:605 6000

Gold MasterCard
"We Could" (Get Away)

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Husband: Finally. A
chance to get
away.



ANNCR: Moments like
this call for Gold
MasterCard.



Wife: We could...find a
romantic hotel.



HI025712

LINTAS:NEW YORK

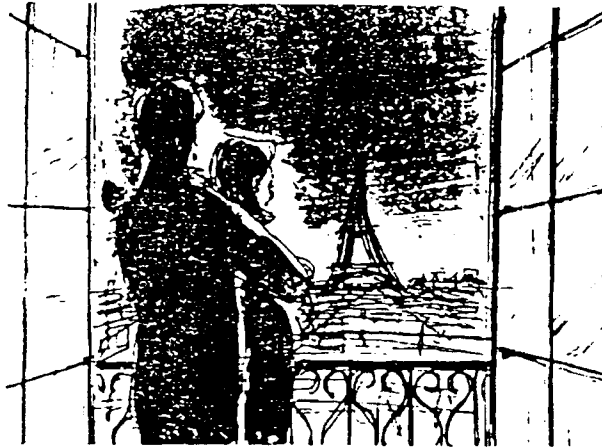
One Dag Hammarskjold Plaza New York, N.Y. 10017 • (212) 605 8000

Gold MasterCard
"We Could" (Get Away)

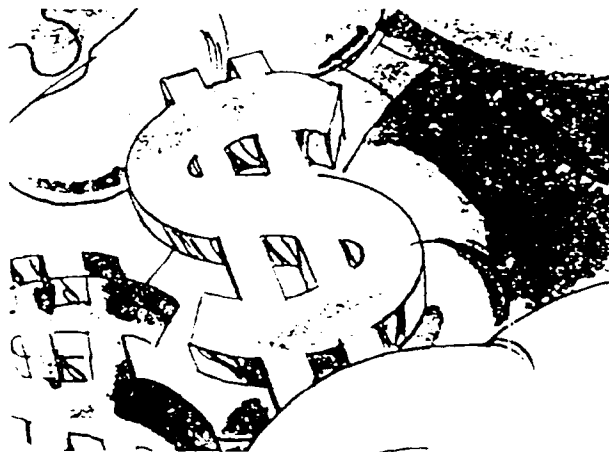
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Husband: Yeah, in
Paris.



SFX: Paris scenes.



ANNCR: It has the
added credit you've
earned.



H1025713

LINTAS:NEW YORK

The Dag Hammarskjold Plaza New York, N.Y. 10017 - 212-605-8000

Gold MasterCard
"We Could" (Get Away)

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Wife: We could sneak
off to the beach for a
few days.



Husband: Mmm, Maui.



SFX: Waves, surf, etc.



HI025714

LINTAS:NEW YORK

One Dag Hammarskjöld Plaza New York, N.Y. 10017 • (212) 695 6000

Gold MasterCard
"We Could" (Get Away)

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ANNCR: And no card is accepted in more places at home and abroad. Not American Express. Not even Visa.

(ALT COPY: And no card is accepted in more places at home and abroad than MasterCard.)



Wife: Or we could do something we'll all remember.



(Husband gives her a pleased look.)



HI025715

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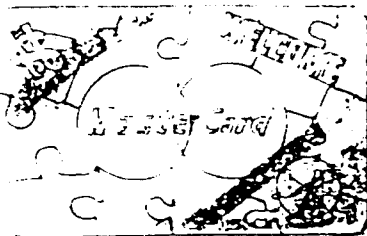
Gold MasterCard
"We Could" (Get Away)



SFX: Roller coaster.



ANNCR: Gold
MasterCard.



MASTER THE MOMENT.®

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ANNCR: The best gold
card to master the
moment.



HI025716

LINTAS:NEW YORK

The Dag Hammarskjöld Plaza, New York, N.Y. 10017 • 212 605 2000

Gold MasterCard
"We Could" (Get Away)

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(Shot of family sharing
exhilaration)

SUPER: Master the
Moment.



HI025717