

Branding

Memorandum

To  
Gene Lockhart

SEARCHED INDEXED

MasterCard  
International

From  
Nick Utton *Nick*

2 1997



Date  
January 21, 1997

*done*  
*1/23/97*

Subject  
Response to Brand Imagery Issues - 14 January Memo

Copies to  
J. Tripodi  
A. Heuer

*Nick Utton -*  
*cc: JNT*  
*AJH*

*addressing this*  
*is fundamental*  
*to anything we*  
*do. It must be*  
*addressed clearly,*  
*simply and lead an*  
*on any campaign*  
*we choose*

The first round of quantitative testing might not show specifically whether the new campaign options are responsive to all the brand imagery points, including:

- Acceptance (-5% versus Visa)
- Fraud (-9% versus Visa)
- Emergency service (-4% versus Visa)

It is hoped that the three TV commercials for each campaign in the first stage research will enhance the overall brand image (and preference) versus Visa. Some of these executions address fraud/acceptance directly. We will need to have a pool-out of brand umbrella advertising campaign including TV, print and radio to ensure that all the brand imagery points are addressed in line with the priorities.

Attachment

P-0337