

MASTERCARD'S COPA AMÉRICA FEMENINA EMPLOYEE CAMPAIGN

"Football has given me the greatest passion!"

Walter Pimienta
EVP, Products and Engineering, LAC

"Football is the love of my life because it makes me feel how passionate people are about their country or city."

Stephanie Evoli
Geo North

“I was five years old when my father took me to see a Chivas vs. Pumas match. I still share my passion with him and my sister.”

Oscar Bravo, Geo North

“My husband and I share our passion for football: we met at the 2014 World Cup in Brazil!”

Diana Rubio, Andean

"Football taught me that life is like a championship with losses and wins. Each match has its own path and the path is easier as a fan."

Company:
Mastercard LAC
(Latin America and the Caribbean)

"As a fan you will do things that other people who don't feel the same way could never understand."

Rodrigo Gushiken
Southern Cone

Lead Area:
Internal communications, LAC, based in Miami

Lead Team:
Janet Rivera-Hernandez,
Head of Communications
Michelle Muslera,
Director of Communications
Nicole Bertran,
Senior Communications Specialist

lives. Football is priceless because it is priceless."

Patrick das Chagas, Brazil

"Football is the most important skills in life and, most of all, how it makes you a better person."

José Zuluaga

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Introduction

In 2022, for the first time, Mastercard sponsored the CONMEBOL Copa América Femenina, **the most important women's soccer tournament in Latin America**. This year's tournament marked its ninth edition. Held from July 8-30 in Colombia, national teams from ten Latin American countries competed.

For Mastercard, this exclusive sponsorship represented much more than the possibility of bringing Latin American fans together again around their shared passion for soccer: **it was the ideal platform to reaffirm the company's commitment to inclusion and advocate gender equality on and off the field.**

Convinced of CONMEBOL Copa América Femenina's potential for reducing the gender gap, the Brand bet big. By leveraging the sense of unity that soccer evokes, the company implemented a high-impact external campaign in traditional, digital, and social media; enlisted professional players as ambassadors; held exclusive in-person, digital, and Metaverse-based events and experiences; and launched the official theme song of the championship tournament, "Rockstar" by the urban pop duo Domino Saints; among other actions.



In this context, Mastercard's Internal Communications team in LAC (Latin America and the Caribbean) took on the challenge of accompanying and leveraging the external message of unity and inclusion. For this purpose, it designed an internal communications campaign for the CONMEBOL Copa América Femenina for the company's employees in LAC, designed to make the most of the sponsorship resources and its narrative. The latter, which was developed strategically with the appropriate sensitivity, generated an unprecedented impact and internal adhesion.



The revolution of women's soccer



Over the past five years, women's soccer has grown in step with a global society that increasingly demands and promotes equal opportunities in all areas. Greater professionalization is adding to huge growth in terms of media and social media visibility, fan and brand interest, and match attendance.

In 2019, for example, more than 41,600 fans gathered at the Estadio Universitario de Monterrey in Mexico, breaking the record for attendance at a women's soccer match in the region. That same year, 1.3 million Argentines watched the televised match of their national women's team against England for the Women's World Cup. Two years later, the 2021 Copa Libertadores Femenina had more than 700,000 interactions on social media.



The CONMEBOL Copa América Femenina is a reflection of the unique moment in soccer and society as a whole. As such, the 2022 edition marked several 'firsts': the event combined activities from the physical and digital worlds to create a phygital sports festival with a real scope. The tournament's periodicity was increased from four to every two years. An economic prize was awarded for the first time—USD 1.5 million went to the national team that won the cup and USD 500,000 to the runner-up. And, Mastercard awarded the first crypto-trophy in NFT format to the 25 women named Player of the Match.



Priceless is to be united as one team

Not only is soccer the most popular sport in Latin America, but it is also deeply intertwined with the culture. It has acted as a common interest among very different people, bringing them together. It is followed with fervor by millions of people of all ages across the entire region. For Mastercard, people's passion for soccer mobilizes beyond any differences or divisions.

From this perspective, for the Brand, a sporting event like the CONMEBOL Copa América Femenina represents a powerful platform for communication, reflection, and dialogue about the importance of uniting the most diverse players—of this 'beautiful sport' and in every walk of life—to achieve a stronger society.



Is to be united as one team



About Mastercard

Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart, and accessible. Using secure data and networks, partnerships, and passion, our innovations and solutions help individuals, financial institutions, governments, and businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.





Objectives

The internal campaign for CONMEBOL Copa América Femenina sought to:

- Communicate the importance of the tournament for Mastercard and society as a whole.
- Convey with conviction why Mastercard chooses to participate in these types of events and efforts.
- Motivate employees to join in on the tournament's celebration and amplify the Brand's message of change, diversity, and inclusion.

The CONMEBOL Copa América Femenina represented one of the most important sponsorship, marketing, and communications actions for the Brand for 2022. With this in mind, the Internal Communications team for LAC set an ambitious goal: **generate a 30% higher employee response and participation than the average to date.**



Strategy

To achieve its objectives, the Internal Communications team devised a ten-week campaign that:

It integrated Mastercard's global "Priceless to Me" campaign to guide the conversation, content, and internal actions related to the Copa.

It included events, communication pieces, and innovative calls to action designed to generate a sense of expectation and sustain employee interest before and during the tournament.

It relied on the power of stories, from employees and company leaders as well as brand ambassadors.

"Priceless to Me"

The Brand's regional campaign launched in 2022 builds on the Brand's global flagship "Priceless" concept. These past two years have forever changed the way we understand the world; for many people, the pandemic has simply opened their eyes to the things that matter most in life.

In sync with a society that is at a clear point of reset, with this campaign, Mastercard seeks to fuel renewal in today's world by enabling everyone to actively prioritize and pursue what is *Priceless* to them.

A success built on teamwork

Each step of LAC's Internal Communications campaign was worked on with Mastercard's Marketing, Sponsorships, and External Communications areas, in order to accompany and collaborate with the Brand's external strategy. The latter sought to take a message of unity and inclusion to the entire region that went far beyond sports, and the role of LAC employees as spokespersons was very important.

Starting in February 2022, Internal Communications participated actively in the weekly meetings with other areas to discuss and review news and progress of the strategy. They provided valuable insights and shared ideas regarding activations, communications, and messaging. They also provided production support to other areas to generate content that could be shared both internally and externally.

Click below to see an example: Marketing's "Behind the scenes" video previewing the external campaign, made exclusively for employees.



www.oxeanfiles.com.ar/mastercard/LAC/CAF/BackstageCAF_V3.mp4



Implementation

MAY | PREPARING THE FIELD

In mid-May 2022, with the help of the Communications teams across the region, several employees and the members of LAC's Executive Leadership Team were invited to share why soccer is *Priceless* to them.

This first call for entries identified **relevant "Fútbol is Priceless to Me" stories**, which were disseminated in the regional internal newsletter (LAC Insider) and on digital screens in the offices throughout LAC. The stories, along with photos and videos of their protagonists, were used to create the central communication piece that would inaugurate the next stage of the plan.



“Football is a reason for us to gather with our loved ones and travel around the world! 🍷🍷”

Bruna Espinoza, Brazil



“I was five years old when my father took me to see a Chivas vs. Pumas match. I still share my passion with him and my sister. 🍷🍷”

Oscar Bravo, Geo North



“My husband and I share our passion for football: we met at the 2014 World Cup in Brazil! 🍷🍷”

Diana Rubio, Andean

“My aunts, my cousins and my father played football their entire lives. Football is *Priceless* to me because it is *Priceless* to them. 🍷🍷”

Patrick das Chagas, Brazil



“I was eight years old the first time I went to a Libertadores game with my dad and my godfather. Today I share my passion with my younger brother and my son. 🍷🍷”

Edmundo Masías, CAB



“Football is a reason for us to gather with our loved ones and travel around the world! 🍷🍷”

Bruna Espinoza, Brazil

“Football is *Priceless* to me because it has always been part of my life, both playing and watching and because I love my team. 🍷🍷”

Marcelo Tangioni, CAB



“I love football because it connects people and makes *Priceless* moments possible. 🍷🍷”

Marcela Carrasco
Andean Division President



“Football is *Priceless* is the loveliest way to meet and create new memories.”

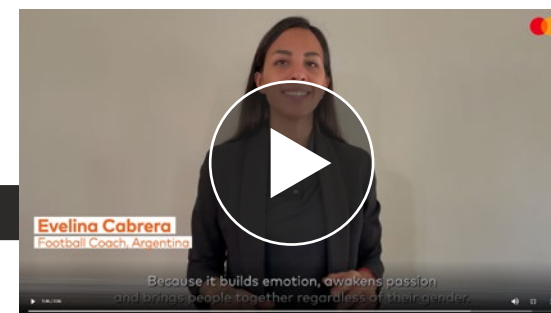
Braulio Yee, Geo North



During the LAC Town Hall, broadcast to more than 1,200 employees in the region at the end of May, a **pre-launch video of the internal campaign for the CONMEBOL Copa América Femenina** was aired. It included "Fútbol is *Priceless* to Me" testimonials from employees, the Executive Leadership Team, and the players chosen as brand ambassadors, as well as clips of previous global and regional actions starring celebrities like Lionel Messi and Javier Zanetti.

Click to watch the pre-launch video of the internal campaign

www.oxeanfiles.com.ar/mastercard/LAC/TH_mayo_2022/Townhall_PricelessFutbol_FINAL_ALTA.mp4



With the video and the weekly publication of the "Fútbol is *Priceless* to Me" stories, **the call for entries was extended to all Mastercard employees in LAC**. In addition, every employee who sent in a testimonial was entered into a drawing for a special prize.

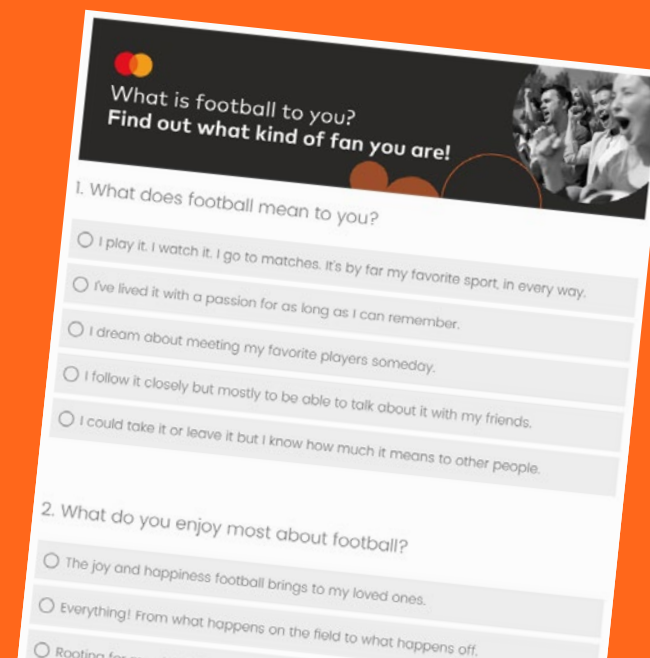


Quiz: What is Soccer to you?

Along with the "Fútbol is *Priceless* to Me" call for stories, the "Why is Fútbol *Priceless* to you?" quiz was launched, allowing employees to identify what kind of fan they are and, based on this playful exercise, be inspired to share their personal experience.

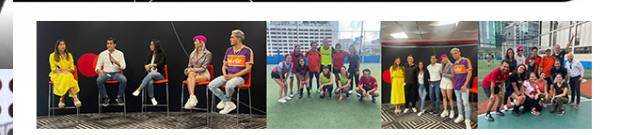
The quiz was based on the Mastercard study "Fan of the Future Defining Modern Football Fandom." Using the findings, which were adapted to the idiosyncrasies of LAC, participants discovered after answering just five questions what type of fan they are: a Soccer Fanatic, a Club Loyalist, an Icon Imitator, a FOMO Follower, or a Tag Along.

These categories—created by the algorithm specially designed for the quiz—generated fan profiles that covered multiple experiences. They recognized the different types of fans: from people who played the sport every week to those who were only interested in soccer when celebrating a World Cup or accompanying their loved ones in their passion for the sport.





Hello LAC! The future of payments is already here! More and more Latin Americans are transacting in cryptocurrencies, according to the **New Payments Index 2022**. Yet, as Daniel Acosta told *Bloomberg*, "education and regulation are essential to bolster trust." Read on to learn more!



Relive the Copa América Femenina kick-off event

Did you miss our first pre-tournament event to officially kick off our sponsorship of the **Copa América Femenina CONMEBOL 2022**? There were many surprises, including our special guests: football coach **Evelina Cabrera** and pop duo **Domino Saints**! Watch the replay [here!](#)

Football is Priceless

Last day to send in your football stories!

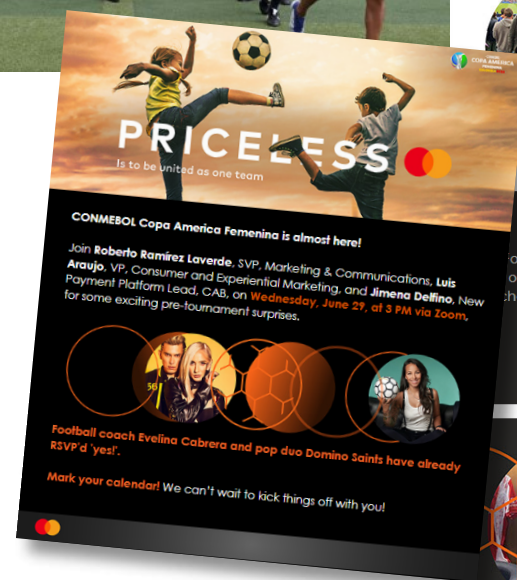
We love your football stories... so much that we **extended the deadline BUT you've only got until EOD today** to send yours in. You'll also get a chance to win an annual subscription to Spotify! Find out more [here](#). **Need some inspiration? Take our fun quiz** to find out what kind of fan you are!

JUNE | THE BALL STARTS ROLLING

On June 29, a week before the tournament's kickoff, an **internal sponsorship launch event** was held at LAC's main offices in Miami.

We had two special guests: Evelina Cabrera, Organization of American States (OAS) Goodwill Ambassador for Equity in Sports and professional soccer coach, and Puerto Rican urban pop duo Domino Saints, authors of "Rockstar," the official theme song of the Copa. They visited the offices to talk about the importance of soccer and the event in bridging the gender gap. They also played soccer with LAC employees!

After the event, Miami employees met on a soccer field for a **training session** with Evelina Cabrera. The mixed team enjoyed a day of soccer and camaraderie. A team of videographers and photographers recorded both events and captured testimonials from the participants.



Football is Priceless to me Story

Football is Priceless to me because it reminds of all the times my dad and I spent together cheering on our team Boca Juniors. I'll always remember the first time he took me to the stadium (I was 12)."

Cecilia Martinez, B2B Marketing

Football is Priceless to me Story

"Football is Priceless to me because it has been uniting my family for generations, from wagering bets on every "grudge match" and the excitement of watching a live match to the moment when one of my daughters scores a goal."

Roberto Ramirez Laverde
SVP, Marketing and Communications, LAC


Pride Month

Pride Month

How cool is this IG filter?

Check out this awesome 3D filter to **celebrate Pride Month**.

- 1- Scan the **QR Code**.
- 2- Instagram will open on your mobile device.





On **June 29**, we'll announce Mastercard's sponsorship of the CONMEBOL Copa América Femenina at our **Miami offices**. It's a great opportunity for all of us to get out on the field.

You're a big football fan and your enthusiasm is contagious so **we know that with your help we'll ensure everyone enjoys this special event**. How? By doing what you like the most: kicking the ball and passing it to your teammates. Your love of the game will have everyone cheering!

But heads up: it's a surprise. **You're one of just a handful of people who know about this!**

Let's schedule a brief call so I can tell you all the details.

Thanks!

LAC COMMUNICATIONS

What happens when the ball starts rolling? Video

The Internal Communications team wanted to transmit internally the importance of the CONMEBOL Copa América Femenina for Mastercard and society with an impactful piece. They decided that the best way to do this was to create a video that through images of the passion that soccer awakens among LAC employees would also show how the company works.

To do this, the Internal Communications team chose six male and female employee 'influencers,' known for their fanaticism for soccer. Together, they planned a surprise activation to take place just before the start of the internal sponsorship launch event. The objective was to demonstrate what happens when the ball starts rolling in the office and, by the way, in LAC.

Minutes before the event, the "influencers" started passing a soccer ball back and forth in the offices and dribbled it through the hallways to invite other employees to join in and 'play.' Evelina Cabrera and the Domino Saints got in on the game, which generated surprise and set the tone for the internal sponsorship launch event.

Click to watch the video

www.oxeanfiles.com.ar/mastercard/LAC/CAF/Mastercard_CAF_KickOff_V7_RS.mp4

What happens in LAC when the ball starts rolling?



The video "What happens when the ball starts rolling?" was broadcast on the company's internal and social media channels during the week of the tournament's kick-off match. In addition, the Internal Communications team sent out photos taken during the launch event to participating employees so that they could share them on social media, in an effort to support the message shared internally.



JULY | LIVING THE COPA AMÉRICA FEMENINA IN LAC

With the tournament underway, the Internal Communications team carried out actions to celebrate the sporting event with its employees:

- It published weekly "**Fútbol is Priceless to Me**" stories from employees in internal media. The number of testimonials received made it necessary to rethink the dissemination strategy, which went from individual layouts to testimonial galleries spread across different channels—every story deserved to be shared!
- With the help of brand ambassadors Domino Saints, the Internal

Communications team launched **the first LAC Playlist on Spotify**.

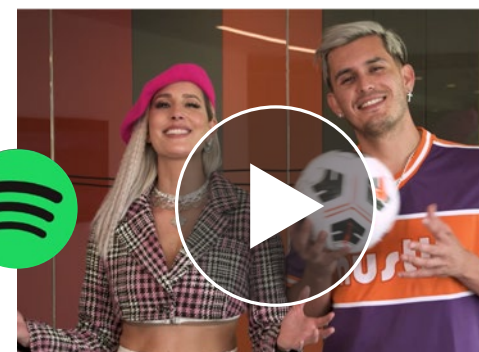
Employees were invited to submit their favorite tracks that reminded them of their passion for soccer. Domino Saints got the ball rolling by adding the first tracks to the Playlist and curating it based on the submissions received. The call for entries included a chance to win a prize among participating employees.

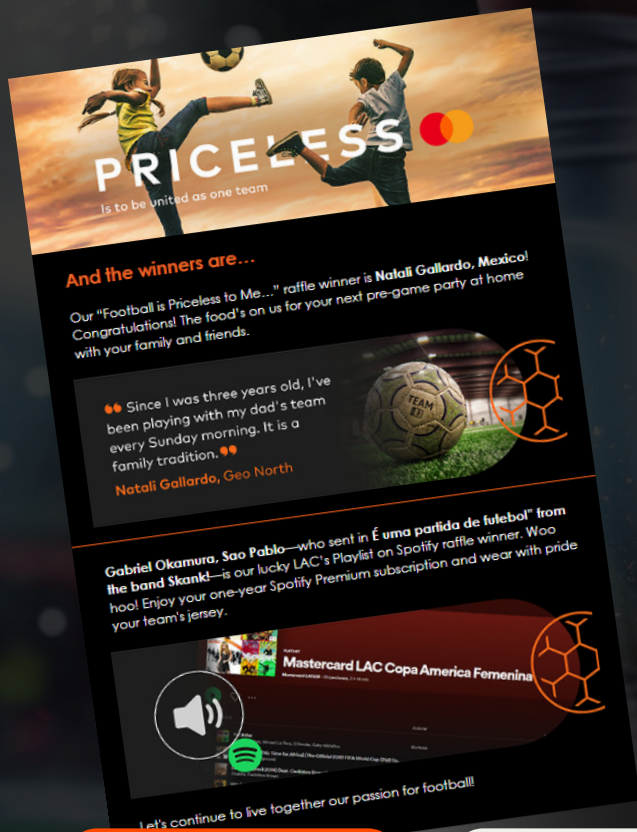
- During the tournament's semifinal week, employees at the Miami offices enjoyed **tasty treats from the countries competing for a place in the final**.

The launch of the LAC Playlist for the CONMEBOL Copa América Femenina and the tasty treats offered to employees before the semifinal matches reflect the multi-sensory brand strategy that Mastercard is implementing globally to offer unique experiences and increase the engagement of its stakeholders.

Click to watch the video of the launch of the LAC playlist with Domino Saints

www.oxeanfiles.com.ar/mastercard/LAC/CAF/Mastercard_PlaylistDS_V3.mp4

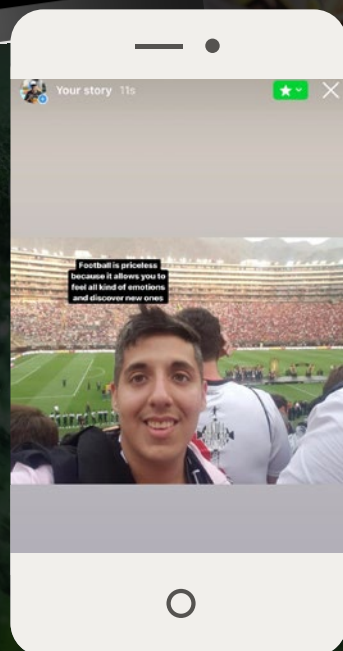
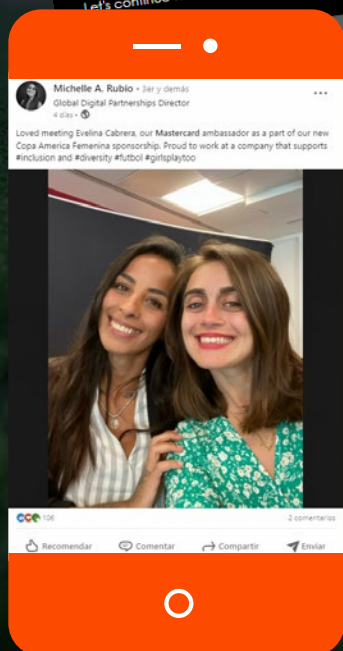




Results

The response from LAC employees to the internal CONMEBOL Copa America Femenina campaign was overwhelming. The "Fútbol is Priceless to Me" stories and the invitation to complete the LAC Playlist **registered a participation up to 166% higher than usual for this type of internal campaign.**

Likewise, the proposal to transmit a message of gender equality associated with a sport as beloved in the region as soccer generated so much internal enthusiasm that it **went beyond the boundaries of the workplace and resonated in the company's and employees' social media channels.**





These are some of the highlights from the campaign:

30 communications were sent via email to 1,200 LAC employees and published in the regional LAC Insider newsletter and on the Electronic Bulletin Boards located in the offices.

900 employees watched the pre-launch video of the internal campaign at the end of May at the LAC Town Hall.

400 employees across the region tuned in or participated in person in the launch event with Evelina Cabrera and Domino Saints. Feedback from the post-event survey was 100% positive.

+70 LAC employees shared their "Fútbol is *Priceless to Me*" stories.

+60 employees completed the quiz "What is Fútbol to you?"

+80 employees sent in their favorite songs for the LAC Spotify Playlist.

+80 employees in the Miami offices enjoyed special treats before the semifinal matches.

The email sent out with the video "What happens when the ball starts rolling?" had an open rate of **65%**. The video got **305** clicks and was viewed more than 4 times on average by employees.

The email with the video with the invitation to participate in the LAC Playlist with Domino Saints had an open rate of **68%**. The video had **97** clicks and was viewed almost 4 times on average by employees.

Issues of the employee newsletter LAC Insider featuring employees' "Fútbol is *Priceless to Me*" stories had open rates as high as **68.5%**.



After the internal launch event of the CONMEBOL Copa América Femenina sponsorship, LAC employees answered the question: What was your main takeaway from today's event?

Endorsing resilience, entrepreneurship and growing voices in the community identifies the Brand as progressive and sensitized to its consumer base

Promoting equality and diversity is key to creating a positive impact at different levels.

Such an interesting approach to marketing with real-life examples.

I value the importance of breaking barriers and having role models for the younger generation.

Mastercard is connecting with the consumer's passions, not only soccer but also music.

I love how we're centering our campaigns around inclusion across the board. We are walking the talk, and this makes me proud to work for this company!

