

MASTERCARD'S PASSION CHALLENGE IN LAC

Company:
Mastercard LAC
(Latin America and the Caribbean)

Responsible Area:
Internal Communications LAC

Responsible Team:
Janet Rivera-Hernandez,
VP of Communications;
Michelle Muslera,
Director of Communications;
Nicole Bertran,
Senior Communications Specialist



PRICELESS 
Es unirnos en torno a la misma pasión

Content

03 Introduction

07 Objectives

08 Strategy

09 Implementation

14 Results





Introduction

Mastercard's brand proposition goes beyond its role as a financial and technology company to provide unique experiences that bring its consumers closer to their passions. Mastercard understands that cultural phenomena, like soccer, music, or gastronomy, have a tremendous impact on people's lives and are universal languages that transcend borders. **By curating Priceless events, the brand seeks to forge deep emotional connections with its audiences through their passions.**

In 2022, amidst the "Great Resignation" and an influx of new hires in Latin America and the Caribbean (LAC), the Internal Communications team partnered with Marketing and External/Digital Communications to create a compelling internal campaign. **The objective was to enhance employee affinity for the company by leveraging its Priceless platform of experiences.**

With this goal in mind, the teams joined forces to engage employees like never before by actively involving them in the brand's sponsorship activities of major events like the Copa CONMEBOL Libertadores, the Latin Grammy Awards, and the UEFA Champions League.

From this cross-team collaboration came the Passion Challenge. This initiative served as the umbrella theme for launching internal contests or challenges giving all 1,200 Mastercard employees in LAC a chance to participate in the world's most significant sports and cultural celebrations. How? By showcasing their passion, a distinctive attribute shared by the teams in the region. Moreover, the Passion Challenge allowed the company's external messaging and sponsorship efforts to be leveraged and amplified internally.





The employees who won each edition of the Passion Challenge not only received tickets to travel and enjoy unforgettable experiences with Mastercard but they also were given the chance to act as "influencers," becoming internal brand ambassadors responsible for documenting and sharing their experiences with their colleagues throughout the region.

With three region-wide editions held to date, the Passion Challenge exceeded the set objectives with a total of 259 employee submissions from across LAC! This initiative not only connected employees with their passions and Mastercard's external actions but also showcased their potential as true brand ambassadors, both within and outside the office.

If you want to learn more about Mastercard, please visit our website www.mastercard.com





Objectives of the Passion Challenge

- Strengthen the connection between the 1,200 employees in LAC and the brand's global purpose and passion points through internal challenges with a common dynamic.
- Provide an enhanced value proposition to generate a record-breaking employee participation rate in LAC.
- Amplify the company's external actions among LAC teams.

The Internal Communications team set out to achieve 100 employee submissions and open rates of over 50% in internal communications related to the Passion Challenge.



Strategy

To achieve the objectives and distinguish this new proposal from other regional internal initiatives or contests, the Internal Communications team established overarching criteria for the Passion Challenge. Every edition **should**:

Align with the brand's key Marketing, Sponsorship, and External and Digital Communications events.

Specifically focus the call for submissions on employees' passions.

Replicate a simple, clear, and engaging framework.

Feature truly unique and spectacular prizes that resonated with employees' passions and are aligned with the brand's core value proposition.

Showcase employee participation, winners, and the outcomes of their experiences through high-impact communication pieces aligned with the initiative's value proposition.

The Passion Challenge Dynamic

- **CALL OUT:** Employees are invited to submit a video, written text, or audio response to a question connected to their passion and the brand-sponsored event. This participation allows them to compete for a spot at the event or other related prizes.
- **SELECTION:** A panel of judges, appointed by the Communications team and chosen to represent gender, age, and positions within the company, evaluates each employee submission on a scale of 1-5 in four categories:
 1. Inspiration: How effectively does the submission motivate and inspire others?
 2. Authenticity: How genuine and natural does the submission appear?
 3. Creativity: How original, innovative, or imaginative is the submission?
 4. Compliance/Suitability: How well does the submission meet the requirements outlined in the call-out (length, format, etc.)?
- **COVERAGE:** The winner or winners of the challenges are appointed as internal "influencers," responsible for documenting their experience through photos and videos so that the rest of the LAC employees can share in their journey. Throughout the process, the Mastercard teams provide continuous support and guidance to the influencers, both before and during the event.



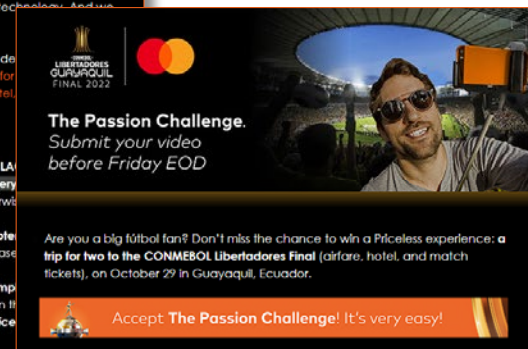
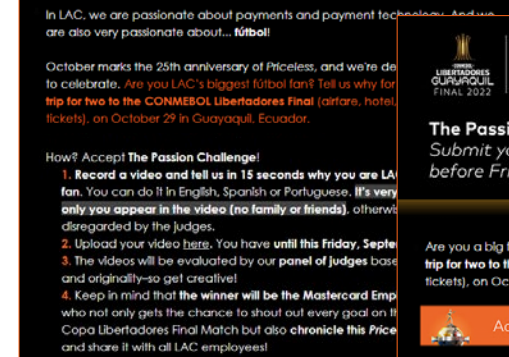
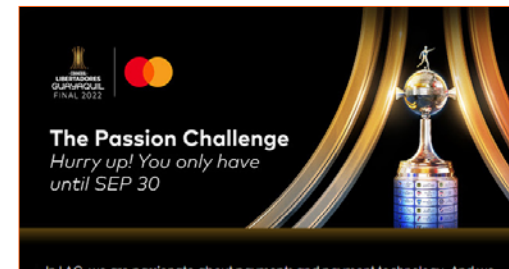
- CONMEBOL -
**LIBERTADORES
GUAYAQUIL
FINAL 2022**



Implementation

PASSION CHALLENGE | LIBERTADORES EDITION

- In September 2022, the first edition of the Passion Challenge was launched for all employees of LAC, in celebration of Mastercard's sponsorship of the Copa CONMEBOL Libertadores, the most prestigious soccer tournament in the region.
- Employees were invited to submit a short video, explaining why they were the biggest soccer fans.
- The grand prize was an all-expenses-paid trip (including airfare, hotel accommodation, and match tickets for two) to witness the thrilling final at the Monumental Stadium on October 29, 2022, in Guayaquil, Ecuador.
- The challenge winner—Felipe Alcantara from Brazil—embarked on an incredible journey to Ecuador and immersed himself in the exhilarating showdown between two clubs from his homeland: Flamengo (his favorite team!) and Atletico Paranaense.





LATIN GRAMMY 2022

PASSION CHALLENGE | LATIN GRAMMYS EDITION

• In October 2022, at the same time we announced the winner of the Passion Challenge Libertadores Edition, we unveiled our second challenge, this time with a new focus: music.

Click to watch the video! www.oxeanfiles.com.ar/mastercard/LAC/PREMIOS/PASSION_CHALLENGE/Passion_Challenge_Libertadores_Winner.mp4

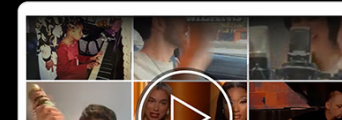


- Three employees had the opportunity to win an all-expenses-paid trip (including airfare, hotel accommodation, and tickets) to Las Vegas, USA, to attend the Latin Grammys 2022 gala. To participate, employees had to answer the question: "What makes you the biggest music fan in LAC?"
- To encourage more participation in the challenge, the Internal Communications team expanded the submission formats. In addition to videos, employees were given the option to provide a written response.
- Paola Freira from Brazil, María Carolina García from Colombia, and Eduardo Azuara from Mexico captivated the Mastercard jury with their passionately crafted submissions, securing their spots at the ultimate celebration of Latin music and artists. The event took place on November 17, 2022, at the Michelob Ultra Arena.



Click to watch the video! www.oxeanfiles.com.ar/mastercard/LAC/PREMIOS/PASSION_CHALLENGE/Passion_Challenge_LatinGrammys_Winners.mp4

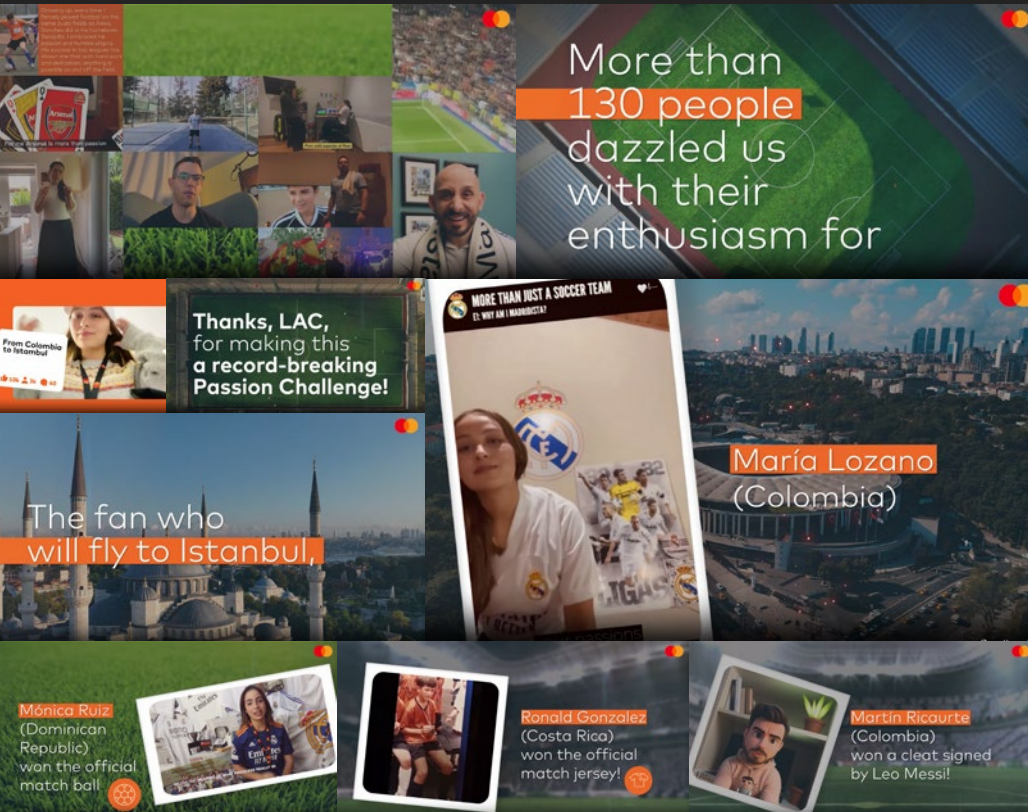
The two LAC employees who best demonstrate the trip to Las Vegas to attend the 2022 Latin Grammys (expenses paid: airfare, hotel, and tickets)





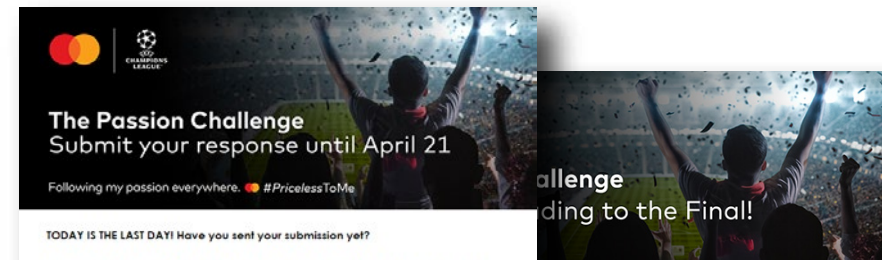
Istanbul 23
FINAL

More than
130 people
dazzled us
with their
enthusiasm for



PASSION CHALLENGE | UEFA CHAMPIONS LEAGUE EDITION

- In April 2023, the Internal Communications team launched the third edition of the Passion Challenge, in celebration of the UEFA Champions League, the most prestigious international soccer club tournament in Europe, sponsored by Mastercard since 1994.
- The challenge once again surprised the LAC teams! **In addition to an all-expenses-paid trip (including airfare, hotel accommodation, and match tickets for two) to attend the final in Istanbul, Turkey on June 10, three additional prizes were added: a cleat autographed by Leo Messi, a jersey from one of the finalists of the UCL Final, and an official UEFA ball.**
- For a chance to win one of these great prizes, employees were required to vividly describe which UEFA Champions League team or player, from any era, ignited their passion the most and explain why.
- In line with the brand's docuseries "Rhythm of the Fans" launched on social media just before the final, employees were also encouraged to showcase their dance moves or singing skills to celebrate goals.
- A new submission format was introduced, allowing employees to send in audio voiceovers in addition to videos or written responses.
- Martín Ricourte from Colombia won the Messi-autographed cleat; Mónica Ruiz from the Dominican Republic, the official match ball; and Ronald Gonzalez from Costa Rica, the official match jersey. The grand prize was awarded to María Paula Lozano, a passionate fan of Real Madrid from Colombia.



Click to watch the video!

www.oxeanfiles.com.ar/mastercard/LAC/PREMIO/PASSION_CHALLENGE/Passion_Challenge_UEFA_Winners.mp4

enthusiasm are so contagious!
participated in this Passion Challenge.

Participating is so easy:

1. 1. Make a video OR an audio recording (max. 15 seconds) OR submit a written response (max. 50 words) telling us which UEFA Champions League team or player—

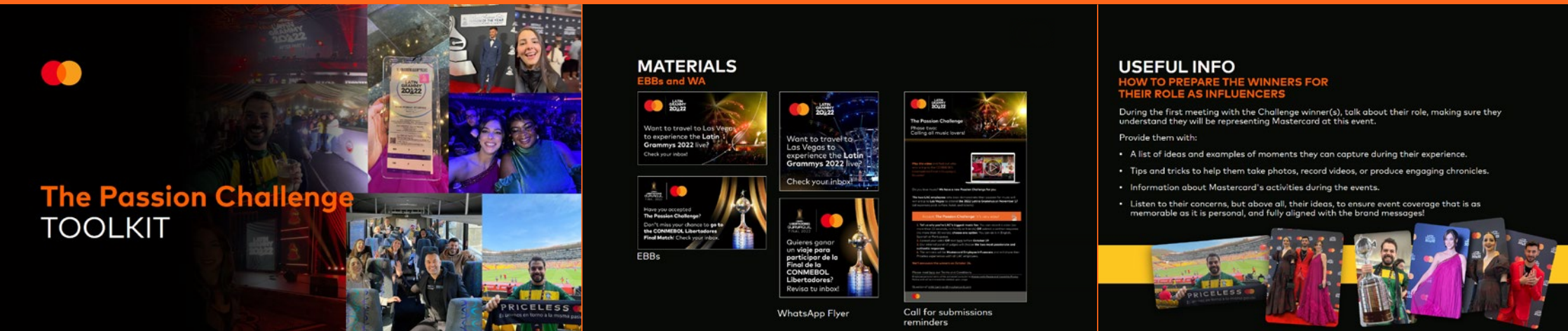
we knew it wasn't going to be easy for our jury to take them all the way to Istanbul, Turkey, to attend

AMPLIFYING THE PASSION CHALLENGE

In 2023, the Internal Communications team created a toolkit to inspire teams across different countries in the region to implement their own Passion Challenges centered around local Mastercard-sponsored events.

The toolkit included a suggested communication timeline, graphic and content materials (logos, email templates, electronic bulletin board and WhatsApp templates, newsletter banners, and videos), as well as useful information such as terms and conditions, a scorecard for judges, and a list of Dos & Don'ts to prepare winners for their role as influencers.

Internal Communications also encouraged local teams to incorporate innovations into the challenge to generate more engagement.



In May 2023, the Passion Challenge Formula 1 Edition was launched exclusively for Miami employees. Under the theme "Are you a true speed enthusiast? Tell us why!" employees were encouraged to submit a brief response and a photo. As a result, 18 employees had the opportunity to enjoy the Grand Prix Miami on Friday, May 5, at the Miami International Autodrome.

PASSION CHALLENGE COMMUNICATIONS

The dissemination plans for each edition of the Passion Challenge were carefully designed, taking into consideration the **event calendar and the work schedules of other areas** involved in the sponsorship.

All of LAC's internal channels were leveraged to **maximize communication at each stage of the challenge**. This included emails, the regional employee newsletter "LAC Insider," electronic screens in offices, and Mastercard's intranet platform "theHUB."

To announce the results, **high-energy videos** were created. These videos not only showcased the winning submission but also highlighted the best submissions, aiming to provide visibility to those who made the effort to share their passion.

AN "INFLUENCER" IS BORN

The Internal Communications team worked closely with the challenge winners before their trips, coaching them and giving them the tools to capture the energy and excitement of participating in the brand's events through photos and videos.

In addition to meeting with the Internal Communications team, the Passion Challenge winners participated in meetings with the External and Digital Communications team for brand influencers to discuss travel itineraries and event coverage requirements.

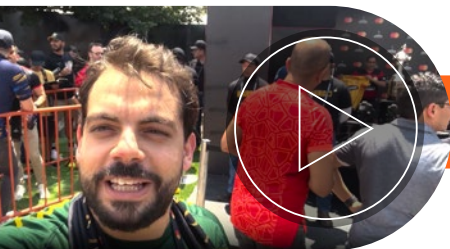
The objective of Internal Communications was to ensure that the winners understood their role as representatives of Mastercard at all times. To accomplish this, they were provided with:

- A list of ideas and examples of moments they could capture during their experience.
- Tips and tricks to assist them in taking photos, recording videos, or producing engaging chronicles.

Internal Communications also listened to their concerns, but more importantly, their ideas, to ensure event coverage that was both memorable and personalized, fully aligned with the brand's messages.

Lastly, the winners were encouraged to share their experiences on their social media networks, particularly LinkedIn. If needed, Internal Communications assisted them in crafting their posts.

The coverage provided by these internal "influencers" is one of the most significant moments of the Passion Challenge, as it allows the rest of the employees to experience the passion of a Priceless brand experience.



Check out the video with highlights of the journeys of the winners from the first two challenges!

www.oxeanfiles.com.ar/mastercard/LAC/PREMIOS/PASSION_CHALLENGE/Passion_Challenge_Recap_Winners_2022.mp4

Click to watch a recap of the UEFA Edition winner's Priceless Experience in Istanbul!

www.oxeanfiles.com.ar/mastercard/LAC/PREMIOS/PASSION_CHALLENGE/Passion_Challenge_Winner_Recap_UEFA.mp4





Results

The Passion Challenge sparked unprecedented interest among LAC employees in the brand's sponsorship initiatives. The dynamic nature of the challenges and the exciting prizes created a buzz that spread like wildfire, resulting in a **record level of participation: a total of 259 employee submissions in the first three editions!**

Having internal "influencers" was also a tremendous success. Their authentic coverage of the events not only enhanced team engagement over time but also amplified the brand's message of value and passion.

40 videos were submitted to the Libertadores Edition.

89 submissions (videos and written responses) to the Latin Grammys Edition.

130 submissions (videos, written responses, and audio voiceover) to the UEFA Champions League Edition.

The open rate of the email sent out announcing the Libertadores Edition winner was **78,4%**. The total clicks on the video were 1,574. On average, employees clicked on the video more than five times.

The open rate of the email sent out announcing the Latin Grammys Edition winners was **82%**. The total clicks on the video were 1,682. On average, employees clicked on the video more than three times.

The open rate of the email sent out announcing the UEFA Champions League Edition winner was **81%**. The total clicks on the video were 2,323. On average, employees clicked on the video more than five times.

The open rate of the LAC Insider (regional newsletter) sent with the video showing the winners' experiences at Copa Libertadores final and the Latin Grammys gala was **74%**.

The open rate of the LAC Insider sent out with the video showing María Paula Lozano's experience at the UEFA Champions League final was **70%**.

