

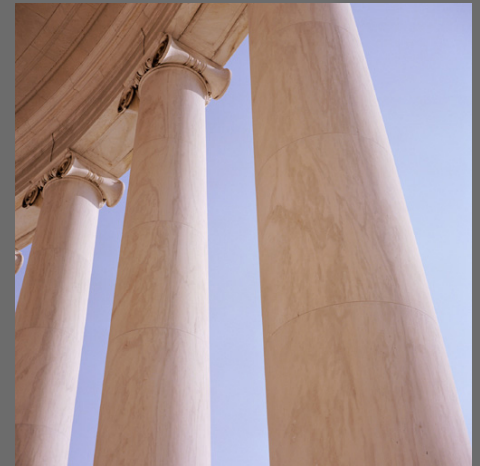
MasterCard Worldwide



Marketing Your Card Acceptance Program

Purpose of Presentation

- Provide your agency with concepts and tips on how to create awareness and usage of your acceptance program among your constituents.
- MasterCard has worked with numerous public sector agencies over the past decade to:
 - Create awareness of newly launched card acceptance programs.
 - Stimulate usage of MasterCard in existing programs structured to benefit both the government agency and MasterCard.



Don't Do This



- Don't rely solely on press releases or agency newsletters.
- Don't reference card acceptance programs in body of text without displaying brand marks.
- Don't promote card acceptance only through one communications vehicle.
- Remember:
Without marketing, something awful happens...
NOTHING!

Keys To Success

Brand Your Program

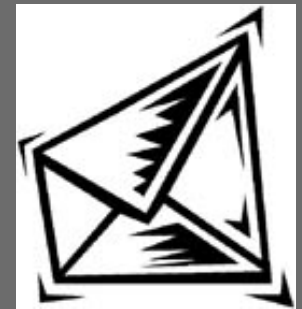
- Create a specific name that reflects the convenience/ benefits of your program
- Name of your program should convey:
 - Service
 - Ease of access
 - 24 / 7 availability
 - Streamlining of government



Keys To Success

Communicate Your Program in Many Ways

- Use technology to communicate to constituents:
 - Keep your website updated and highlight card types accepted
 - Advertise your program with on-hold telephone messages
- Use traditional means to communicate:
 - Statement inserts in billing notices
 - Print ads / radio spots
 - In office signage



Keys To Success

Involve Your Partners

- Partner with private sector service providers and your program's accepted card brands to:
 - Increase consumer awareness and design usage programs
 - Assist you in promoting additional initiatives of mutual interest
- Efforts can involve all brands or just one
 - In early stages typically all brands involved
 - In second year or as additional acceptance modes offered - consider exclusives



Keys To Success

Develop A Schedule

- Development of collateral to support marketing requires approximately a two month lead time:
 - Creative design/copywriting / revisions
 - Agency / partner approvals
- Set realistic deadlines for both you and your partner(s).



Keys To Success

Sustain Your Marketing

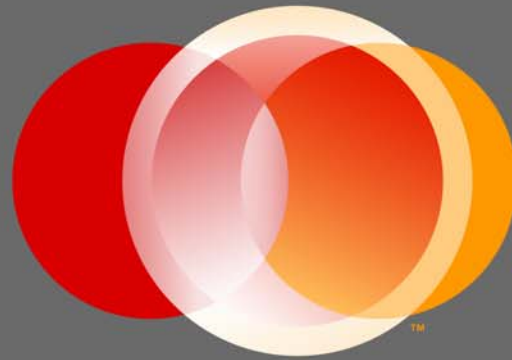
- Change tactics over time but don't stop.
- Consumer paradox:
 - Demanding that more and more government entities accept card payments yet slow to make transition from payment by check unless message is reinforced.



Contact Points

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Thank you.



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