



Scotiabank

Priceless Planet Coalition Issuer
Case Study



Mastercard and Scotiabank ran a Priceless Planet campaign that drove climate change awareness and increased portfolio spend.

Context and Challenge

- Scotiabank’s campaign objectives were to generate awareness about climate change, to boost credit and debit transaction volume online, to increase customer engagement and to acquire new customers
- The campaign targeted climate supporters, eco-friendly businesses and Scotiabank cardholders

Approach

- Scotiabank planted a tree for every five online transactions of \$30 or more
- The campaign ran from February 2021 to May 2021 across the following Scotiabank channels: Email, Instagram, Facebook, Google, YouTube

Campaign Examples

