

Mastering the **Art & Science Of Storytelling** in the Digital Age

PR Measurement Conference –
PR Measurement at Work in the Real World

Andrew Bowins, Senior Vice President
Corporate & Digital Communications, MasterCard

3 Years Ago ...

“MasterCard is exposed to **30MM+**
people per month globally through
social media”



“Sadly”



“We were in **less than 1%** of the conversation”

“And even worse.... **Less than .05%**
of those people advocate on our
behalf ”



“Today MasterCard is **exposed to 40MM+ people per week** globally through social media”



“Amazingly”



“Lots is being said and we engage directly with almost **200K people** per quarter”



“And people create **over 500,000**
pieces of unique content
quarterly that advocates our story”



“Exposing our brand **1.3B times** to people in the past year alone”



“Best of all we are capturing and analyzing all of this conversation to **create insights and predictive intelligence**”



Welcome to the era of “Big Data” at the intersection of “Code & Content” in the Age of Digital Storytelling




Our Vision

Position MasterCard at the forefront of the dialogue around a *World Beyond Cash*

Drive the MasterCard value story in a way that is **Ownable, Relevant and Instantly Recognizable**

Build deep, meaningful connections with the stakeholders we want to reach – converting audiences and skeptics **into informed, engaged supporters** that **reveal insights**

A row of seven grey silhouettes of people standing. Each person is holding a different icon: a speech bubble, a document, a laptop, a smartphone, a Wi-Fi signal, a speech bubble, and a cloud.

Digital Communications

Employ an integrated, audience-centric communications approach to **inform, engage and demonstrate to key stakeholders** the MasterCard Value Story and our vision of a World Beyond Cash.



Consumers



Governments



Issuers/Partners



Merchants



Employees

**World
Beyond Cash**

**Company &
Brand Affinity**

**Corporate Social
Responsibility**

**Employee
Engagement**

Digital Communications

STAKEHOLDER FOCUSED ENGAGEMENT & STORYTELLING PLATFORMS



Consumers



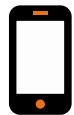
Merchants



Government & Industry



Employees



MULTI-CHANNEL STRATEGY

Platforms optimized for Mobile & Canvas Media & Online: MasterCard Conversation Suite 2.0; MC Central; **Morning Brew Network, MasterCard.com, Cashless Pioneers, Social Newsroom, Crowdscore Collaboration Suite, Tumblr**



SOCIAL MEDIA

Online and Mobile Corporate and Regional Blogs and News Room; @MasterCard News; @askMasterCard; YouTube; LinkedIn; **SoundCloud & FlipBoard (Q2)**



INSIGHTS

Standardized WWC on Prime Globally: Measurement & Insights in 43 markets & 26 languages (global, regional, country); **Big Data version, PrimeViews, Marketing & City Views, PartnerPlus, Mixed Data Modeling**



Worldwide Conversation





- Traditional Media
- News Monitoring
- Conversational Media**
- Channel Performance
- Channel Listening
- Report Archive
- Support
- Logout



Language ▾

Translatio ▾

1 month ▾

Report

Unique Users

60.9 K

↗ 25%

Posts

107.8 K

↗ 4%

Frequency

150 per hour

↗ 5%

Likes & Shares

381.5 K

↘ 58%

Reach

477.3 M

↘ 24%

Positive/Neutral R...

96 %

↘ -1%

Conversation Map

Canada
Tweets: 2348



Topics

#africa #beyonc #cancionesdelaliga
 #cancionesdelaligart #enjambre
 #financialinclusion #fuelfamilyfun #johannesburg
#lovethiscity #lovethiscityrt
 #mastercardrt #mc #nfc #notieneprecio #nycwff
 #palabraspriceless
#palabraspricelessrt #paypass
 #priceless **#pricelessgig**
 #pncelessmadnd **#pricelessmoments**

Count

Word

Conversations

netizenista POPCHIC

2 min

I just applied for Smart Money MasterCard! <http://t.co/B4ve33wgHK>

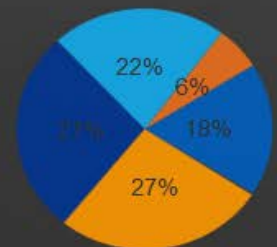
TravelPulse TravelPulse

3 min

#Johannesburg is Most Popular African Destination in MasterCard Index
<http://t.co/5S9IT6UZAD> @JoburgTourism @GoToSouthAfrica @SouthAfrica

Share of Voice

- PayPal
- Discover
- AmEx
- Visa
- MasterCard





- Traditional Media
- News Monitoring
- Conversational Media**
- Channel Performance
- Channel Listening
- Report Archive
- Support
- Logout

Language ▾
Translatio ▾
1 month ▾
Report

Unique Users | Ca...

363

↘ 22%

Posts | Canada - T...

527

↘ 28%

Frequency | Canad...

1 per hour

0%

Likes & Shares | C...

37.6 K

↗ 3%

Reach | Canada - T...

1.6 M

↘ 30%

Positive/Neutral R...

96 %

0%



Topics | Canada - Toronto

#bluejays #cntower #dmfs13 #dreamer #dyk #ecbucketlist
 #fashion #fintech #internwanted #london #love
#lovethiscity #lovethisteam
#mastercardhere #mcmemorialcup #microfinance
 #mpri #priceless #pricelessto #runway #skyline
 #smallenfreuden #socialmedia #summer #teawards
 #tmltalk **#toronto** #wmcfw

▲ Count
▲ Word

Conversations | Canada - Toronto

reens_ irina 40 min

AnannaBananna Ananna Rafa 9 hours

A woman not watching where she's walking bumps into a blind man. Gives blind guy a dirty look. **#ttc #Toronto #lovethiscity**

@CarnivorousCat do u have access to buying things online ? Like a





TRADITIONAL MEDIA ▾

NEWS MONITORING ▾

CONVERSATIONAL MEDIA ▾

REPORT ARCHIVE ▾

SUPPORT ▾

LOGOUT

3 months ▾

Country ▾

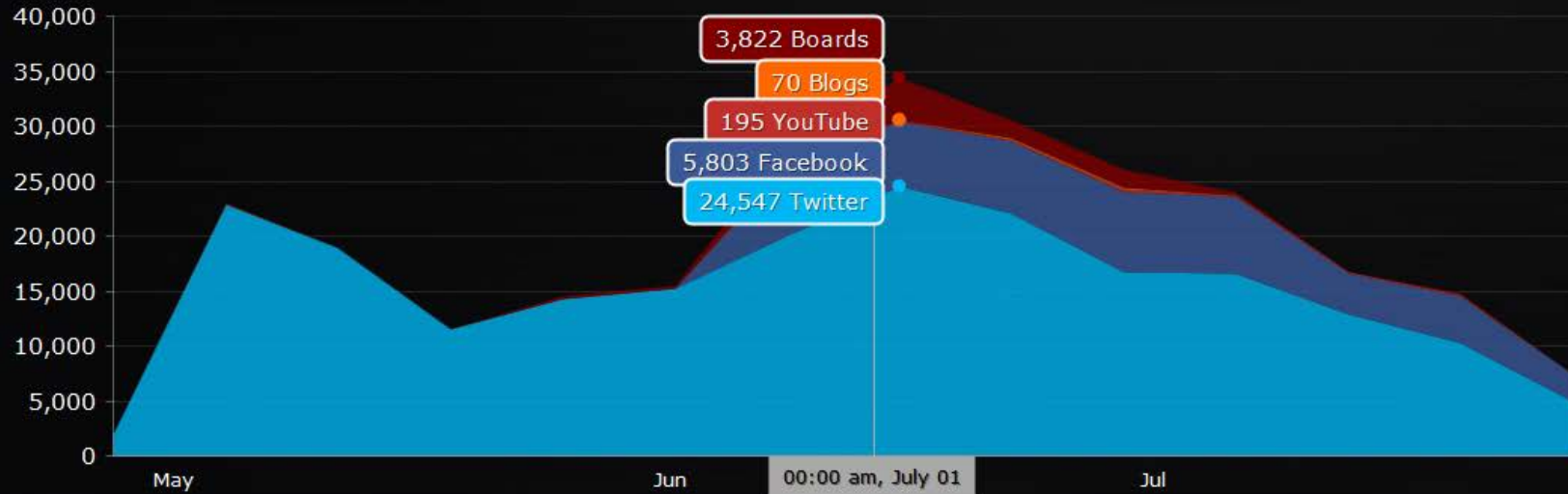
Language ▾

Translation ▾

Sentiment ▾

Corporation ▾

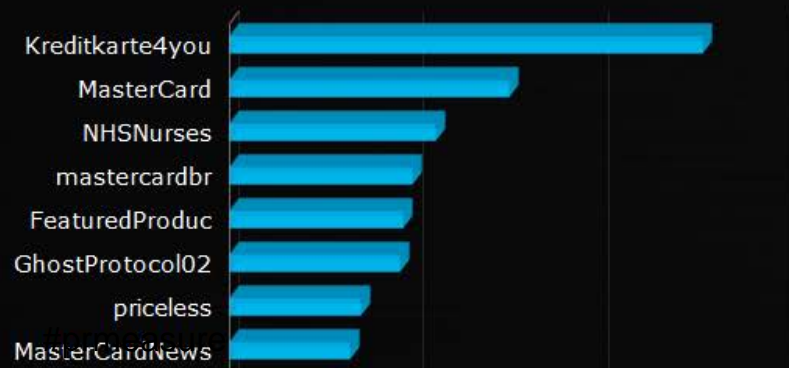
VOLUME TREND



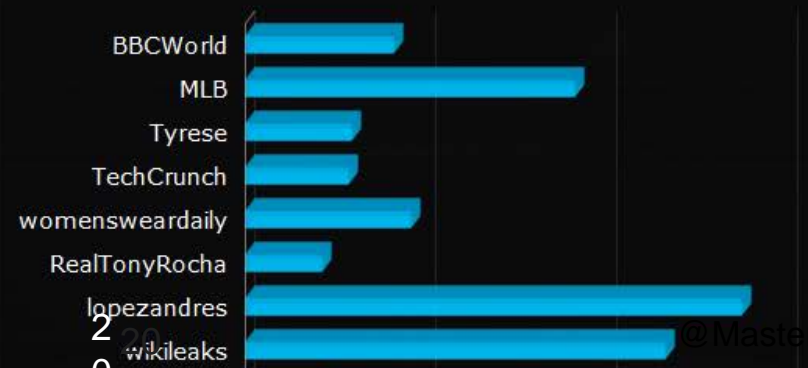
TOP CHANNELS



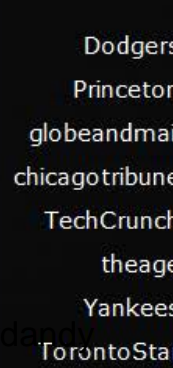
INFLUENCERS | MOST ACTIVE



INFLUENCER | MOST FOLLOWERS



INFLUENCER | HIGH...





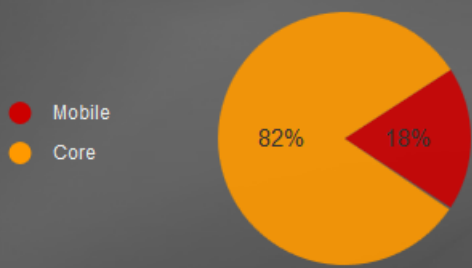
provided by PRIME RESEARCH

- Traditional Media
- News Monitoring
- Conversational Media**
- Channel Performance
- Channel Listening
- Report Archive
- Support
- Logout



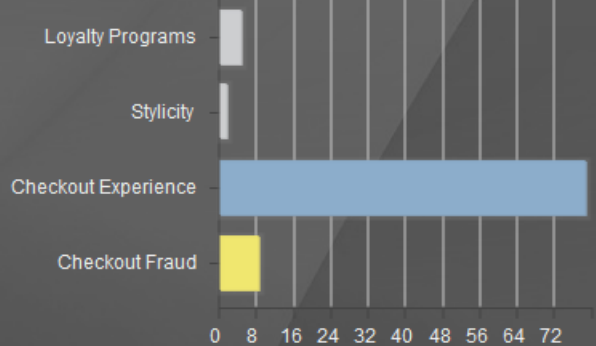
Canada | Language | Translation | 1 month | Search... | Report

MasterCard Product Share



Click pie slice for retailer level detail

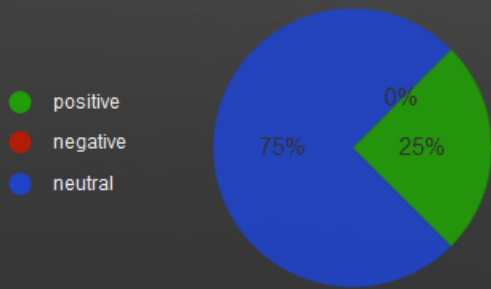
Key Topics



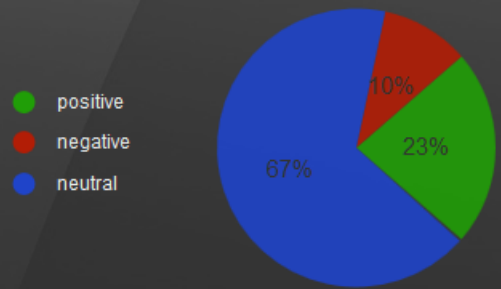
Checkout Experience

- WillB1994** Will Brown
Just had the nicest phone call w Mastercard. Was quite hard to hang up
- GhostProtocol02** Deals & Discounts
Get a Gold prepaid MasterCard today! Acceptance* - No Credit Checks - [/UNMzcxmSIX](#)
- RaileyBolton** SimplyVouchers & Etc
RT @TopUKBankingAcc: Get a Gold MasterCard today - 100% Acceptance* - No Credit Checks - [http://t.co/rKiiqwSYM](#)
- TopUKBankingAcc** Public Servant News
Get a Gold prepaid MasterCard today - 100% Acceptance* - No Credit Checks - [http://t.co/rKiiqwSYMz](#)
- Movada_87** Sir Matthews
Why does my MasterCard keep declined when I try to register it o

Customer Loyalty Programs



Checkout Experience



Mobile Money Case Study: Insights Shape Strategy

- ✓ 13 Million Engagements
- ✓ Clear Insights
- ✓ Shaped Strategy
- ✓ 90% positive
- ✓ Invited to the Board Room



Takeaway

- Listen
- Don't Shout
- Engage in real time
- Focus on the smaller numbers
- Know what you want to measure
- Focus on insights not metrics
- Data removes the emotion
- Take risks once you have the insights

“Thanks For Listening”

