

IMPRESSIONS CASE STUDY:

Achieving new growth through
market segmentation in an
intensely competitive industry.

MasterCard International



Background:

MasterCard International Incorporated is an association of over 29,000 member banks and financial institutions worldwide. They issue and/or process various MasterCard credit and debit cards and sell other MasterCard products such as travelers cheques. MasterCard made a commitment to being the world's best payments franchise by enabling its members

to provide superior value and satisfaction to their customers. MasterCard International's global branding strategy focuses on its family of brands — MasterCard®, CIRRUS®, and Maestro® — and organizes MasterCard products into three distinctive methods of payment: Pay Before, Pay Now, and Pay Later.

Problem:

MasterCard, with the first bankcard, the first gold bankcard and the first business bankcard, has a history of marketing innovation that goes back more than 25 years. But new credit cards entering the marketplace, aggressive marketing by competitors, and saturation of the consumer market for credit cards put severe pressure on MasterCard. To help achieve continued growth in this increasingly competitive

