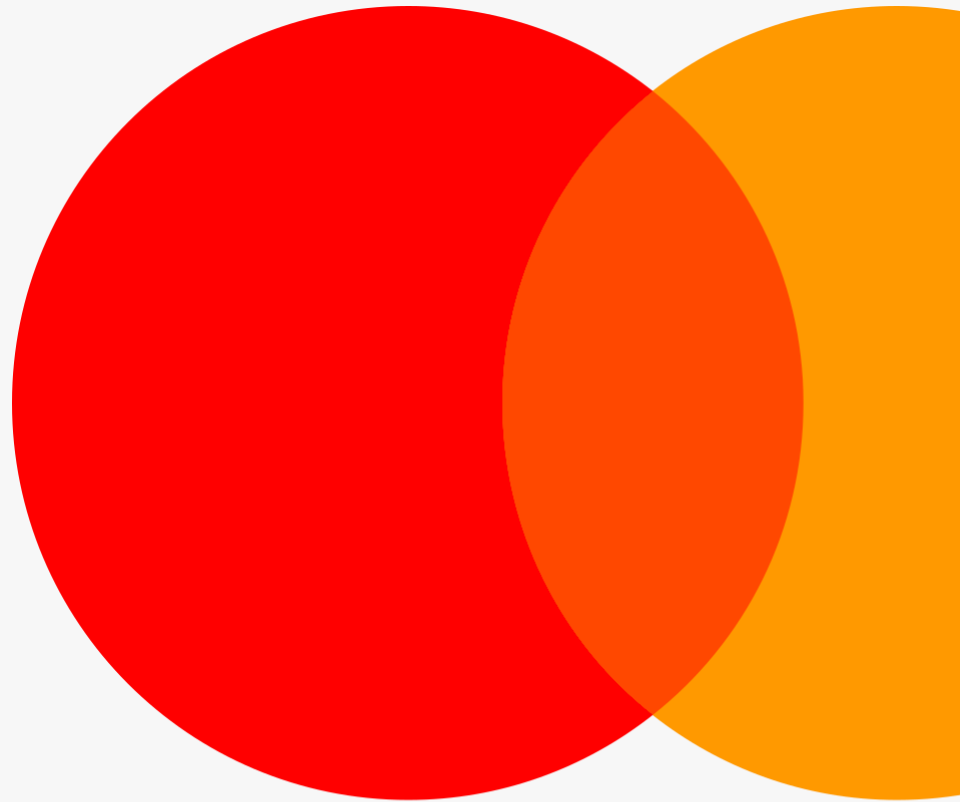


FEBRABAN
TECH

2024



Telling our stories effectively

Becoming a major content hub for Mastercard Brazil

Offering earned content for a variety of audiences: employees, consumers, partners, decision makers, brands, government, media, and influencers.

360-degree approach



Telling our stories effectively

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360-degree approach



Corporate Events

Diagnosis and Opportunities



86 mapped events

- 63% ___ Tickets for Networking
- 27% ___ Speaking Opportunity
- 19% ___ Sponsorship

Categorization by impact

- Business Generation
- Brand Awareness / Press coverage
- Business Areas Involved

Tier 1	Tier 2	Tier 3
● High	● Medium	● Low

Governance

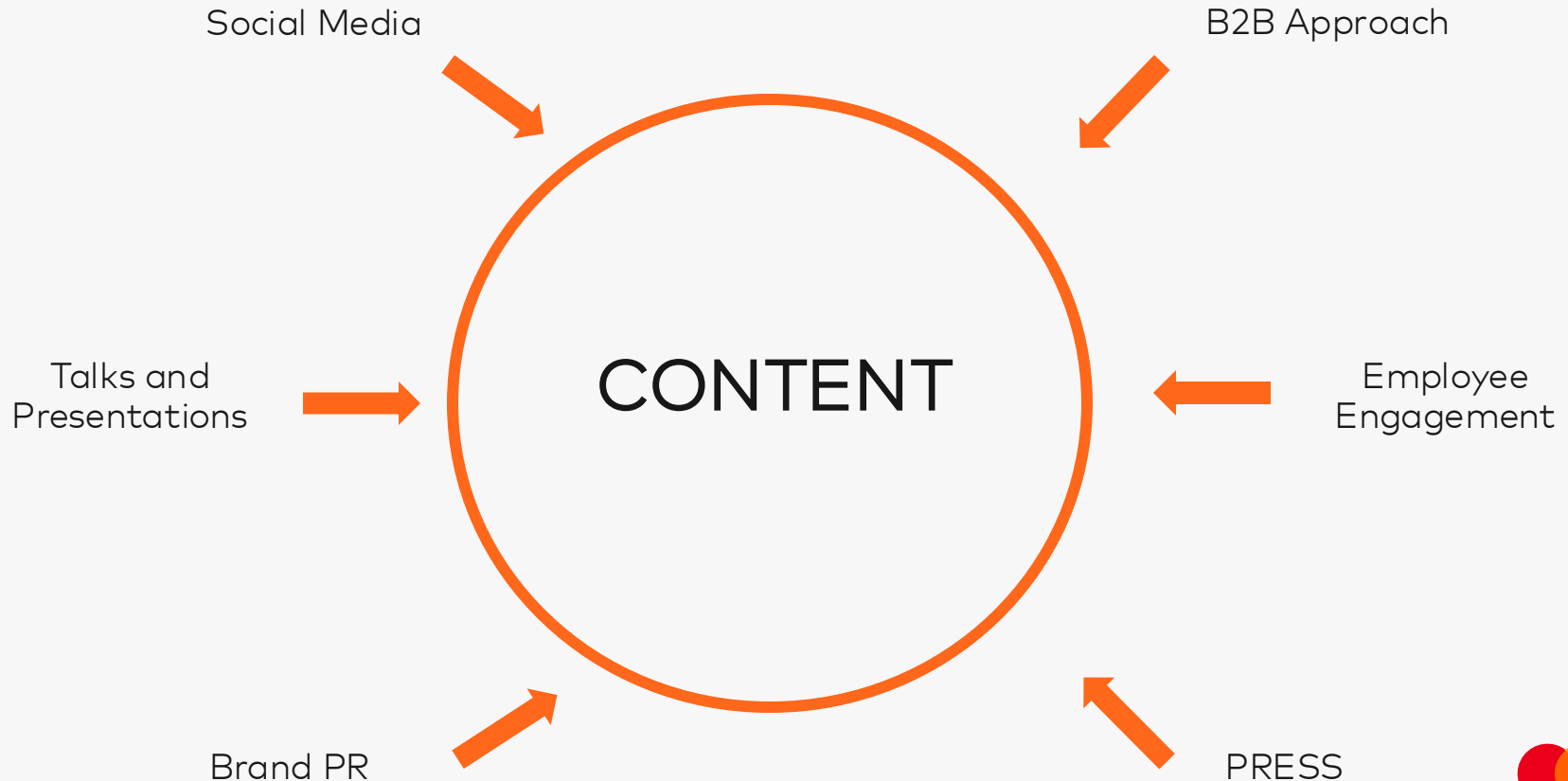
- Budget prioritization and event categorization by tier.
- Improve tools for event management - toolkits, forms, trainings.
- Aprimorate data collection and lead tracking integrated with B2B Mkt.

Education

- Clear process, roles, and responsibilities.
- Guarantee policies are known and understood by key internal stakeholders.



Corporate Events





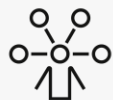
Mastercard sponsored Febraban Tech 2024, the largest technology and innovation event in the financial sector, held in São Paulo from June 25th to 27th.



Febraban Tech

Comms Strategy

GOALS



WHAT

Generate qualified leads for the business areas

HOW

Strengthening relationship and networking among key peer leaders



WHAT

Position Mastercard as a tech brand beyond payments and digital services provider

HOW

Showcasing influence, innovative solutions, and case studies



WHAT

Generate awareness, debate, and evolution among important topics of the industry

HOW

Carefully curating topics & designing formats that will leverage the conversation

TARGETS





Febraban Tech

Comms Tactics

On site

- ❖ Participation in the event lineup
- ❖ Mastercard Arena with proprietary content
- ❖ Stakeholders' goodwill

External Comms

- ❖ Earned media
- ❖ Branded Content
 - ❖ Brand PR
- ❖ Social Media real-time and post-event coverage

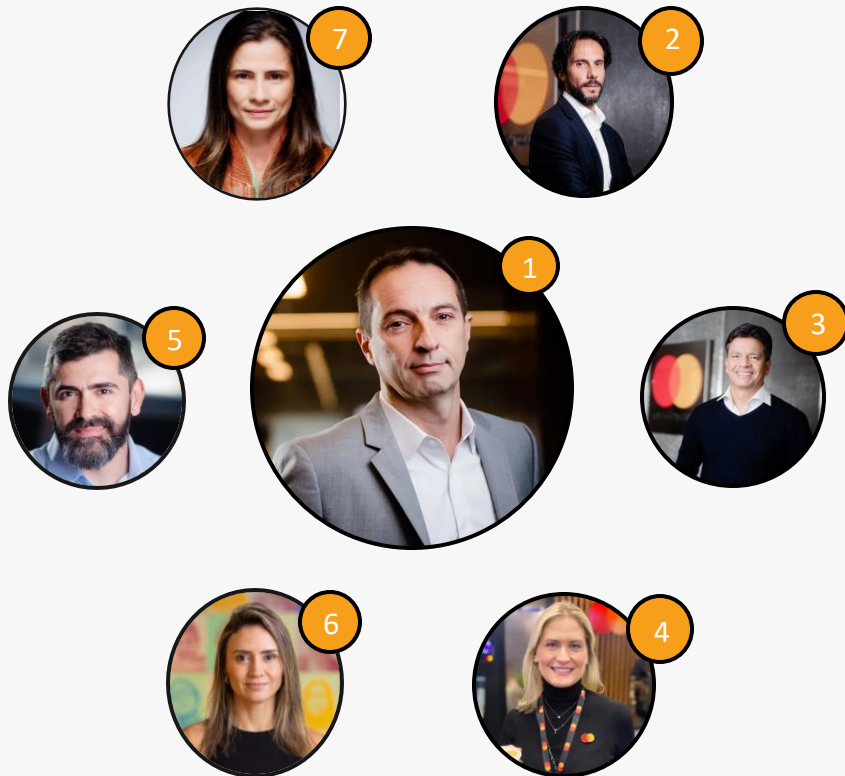
Internal Comms

- ❖ Contest to win tickets
- ❖ Real-time content for employees
- ❖ Dedicated newsletter



Internal & External Influencers

Internal Influencers



Mastercard Arena

Institutional
Positioning

Customer Success
Stories

	INSTITUTIONAL THEMES	SPOKESPERSON + CLIENT	SPOKESPERSON + CLIENT
	Futurism with Mastercard	MasterCASE	MasterCASE
1st day	<p>🕒 16:00 – 16:30</p> <p>How AI can drive the future of cybersecurity and personalization</p> <p>Rodrigo Villela</p>	<p>🕒 14:30 – 15:00</p> <p>The advancement of B2B virtual cards on corporate payments</p> <p>Ana Scarlato and Bradesco</p>	<p>🕒 17:00 – 17:30</p> <p>Brazil as a protagonist in the global Fintech ecosystem</p> <p>Marcio Soares, Swap, and Inter</p>
2nd day	<p>🕒 10:30 – 11:00</p> <p>ESG: Accessibility in the Card Industry</p> <p>Taciana Lopes, Thales, and Fundação Dorina</p>	<p>🕒 16:00 – 16:30</p> <p>Accenture Panel: The Future of Payments</p> <p>Marcelo Tangioni</p>	<p>🕒 17:00 – 17:30</p> <p>Transparency and protection when purchasing: how to improve the consumer experience</p> <p>Leonardo Linares, Porto Seguro, and ClearSale</p>
3rd day	<p>🕒 15:30 – 16:00</p> <p>AI's impact on the Economy</p> <p>Roberta Valle and Ricardo Amorim</p>	<p>🕒 10:30 – 11:00</p> <p>How to improve digital experience with Click to Pay</p> <p>Ana Scarlato, Sympla, and Santander</p>	<p>🕒 16:30 – 17:00</p> <p>Market Trends Masterclass: Key trends and insights in payments</p> <p>Iñaki De Viana</p>



External Influencers

Ricardo Amorim



Ricardo is the most influential economist in Brazil according to Forbes, the biggest Brazilian influencer on LinkedIn, and winner of the iBest Economy and Business Award.

Paid Activation



Paulo Silvestre



Paulo Silvestre is a B2B Influencer, a Columnist at Estadão news outlet, and Consulting in tech, customer experience, culture, and digital transformation.

Organic Activation



ricamorim Confira minha participação no painel temático, "Como as inovações estão impulsionando os serviços financeiros e o ecossistema de pagamentos", realizado pela @mastercardbrasil na @febrabantech.

Foi um prazer imenso dividir o palco com Marcelo Tangioni, Presidente da Mastercard Brasil, e @robvalle, Vice President Retail & Commerce.

#inovacaofinanceira #inteligenciaartificial #tecnologia
#ricardoamorim #palestra #evento



Internal & External Comms

Earned media & Branded Content



6

Media pitches



70

Media articles



8

Media interviews

Companhias desenvolvem soluções em um mundo mais digitalizado

Estimativas conservadoras projetam um mercado potencial de US\$ 68 trilhões em 2030

Leonardo Linares, vice-presidente sênior de soluções da Mastercard Brasil, informa que a empresa traz ao Brasil a experiência na criação moedas digitais de países como Inglaterra e Austrália. "Temos cartões atrelados a criptos tradicionais e uma solução de multitoken network, pois a interoperabilidade será fundamental", ressalta Linares.

Tecnologias ampliam liderança da Mastercard no mercado brasileiro de pagamentos

Num cenário de avanço da indústria de pagamentos, o setor de cartões bateu um recorde histórico no primeiro trimestre, puxado pelas inovações que deram mais praticidade e segurança às transações eletrônicas



Porto Bank lança nova funcionalidade para seus cartões de crédito

CardClipping 27/06/2024

CardClipping (Internet), em 26/06/2024, por Pros Comunicação.

A Porto Bank passou a oferecer uma nova solução da Mastercard ao mercado.

O Ethoca Consumer Clarity™ é um serviço que fornecerá aos titulares de todos os cartões de crédito Porto Bank mais detalhes sobre suas compras nas faturas digitais. A funcionalidade reúne todas as informações pertinentes às operações realizadas no cartão, como nome completo do estabelecimento, logo e geolocalização no mapa. Com isso, os clientes terão maior segurança para confirmações de transações e garantia de que, uma vez fraudulenta, poderão denunciar e solicitar o estorno. O sistema está disponível para toda a base de clientes Porto Bank, de todas as bandeiras. Para tanto, é necessário ter instalado o APP Porto.

Social Media

Real-time organic content

LinkedIn



Priority

- Focus: B2B
- Short and full videos
- Agendas of the day
- Institutional Approach: innovation and cases
- **15 posts**

Instagram



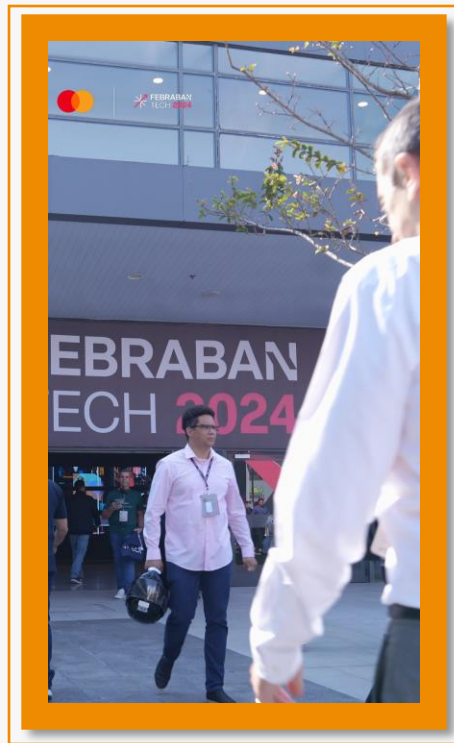
Test & Learn

- Focus: B2C
- Stories and Reels
- Consumer Approach: curiosity and innovation
- **26 posts**



Febraban Tech's Opening

Impressions: 5K
Reactions: 244
Comments: 2
Shares: 19



A day with Marcelo T.

Impressions: 25K
Reactions: 484
Comments: 10
Shares: 5



Employee Engagement Overview

In order to create differentiation from other content and draw employees' attention to this important topic, we worked with a **multichannel platform** with **different content formats**.

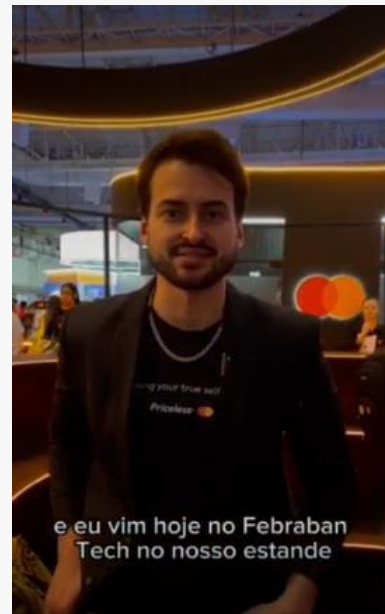
22 pieces
in different channels.

46 employees
interested in participating
in the contest to win tickets
to the event.

EBBs
with daily updates



200 clicks
Exclusive newsletter
focused on Febraban
Tech



20
24

Booth

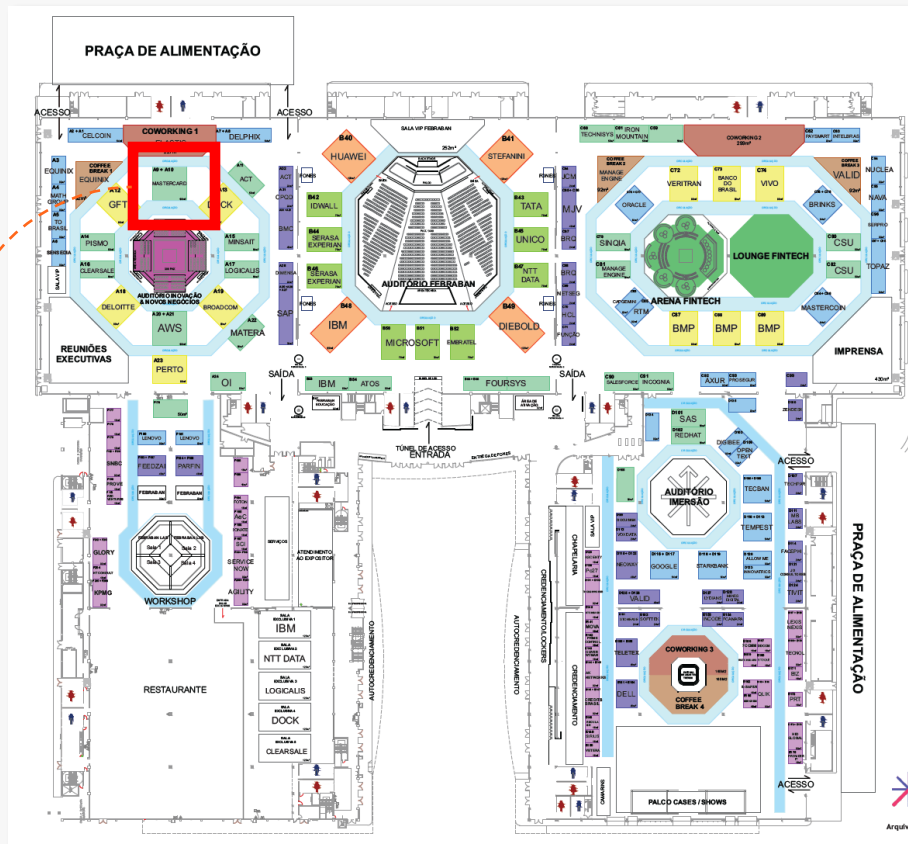




Febraban Tech: booth

Strategy, development, and implementation

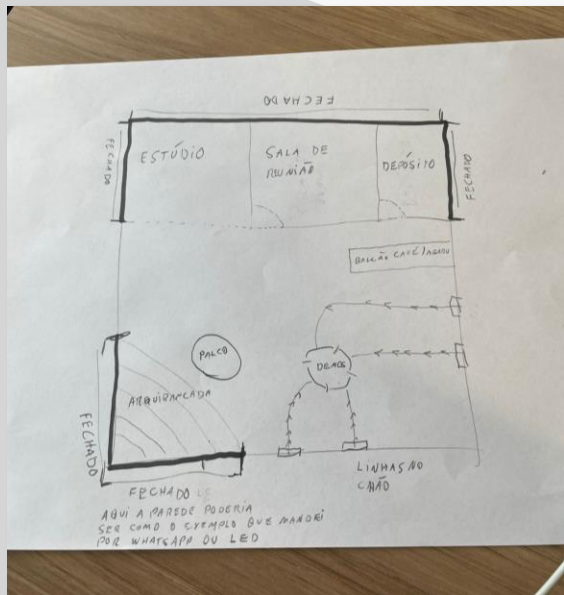
- Being in a strategic area at the event
- Space for interaction with clients
- Demo of products and solutions





Febraban Tech: booth

Strategy, development, and implementation



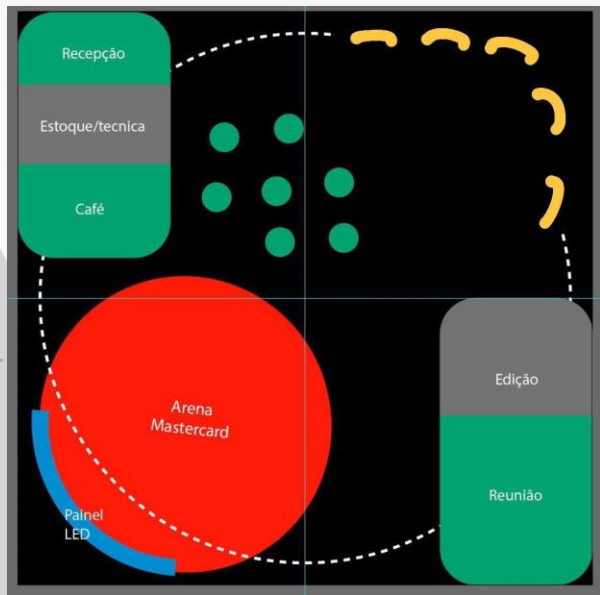
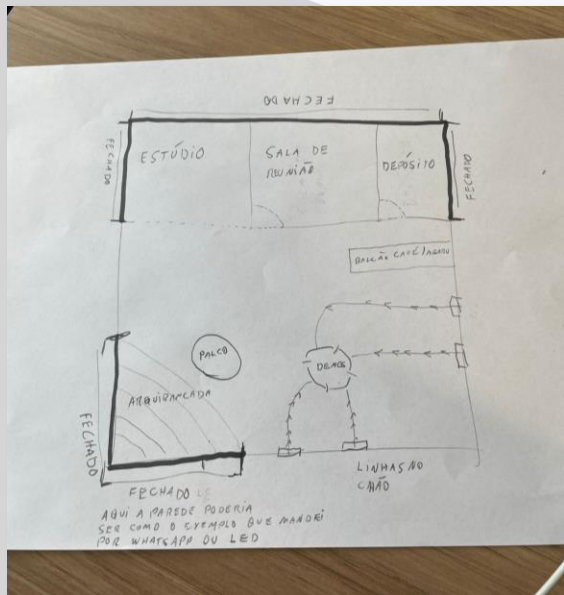
- Detailed briefing
- Grouping ideas and needs





Febraban Tech: booth

Strategy, development and implementation



- Detailed briefing
- Grouping of ideas and needs

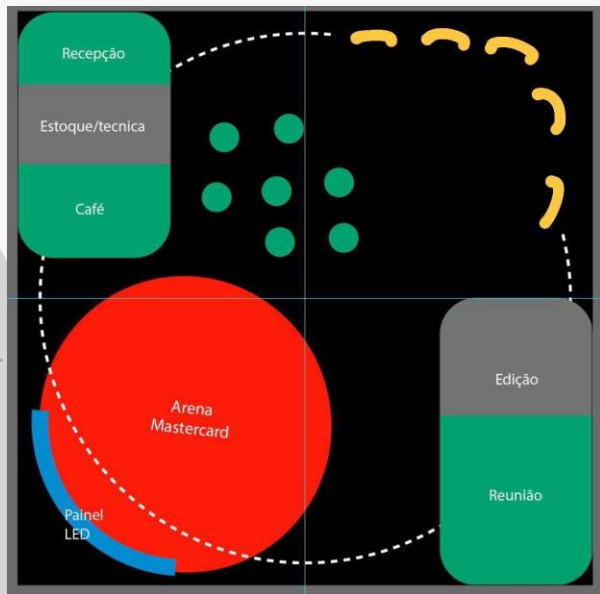
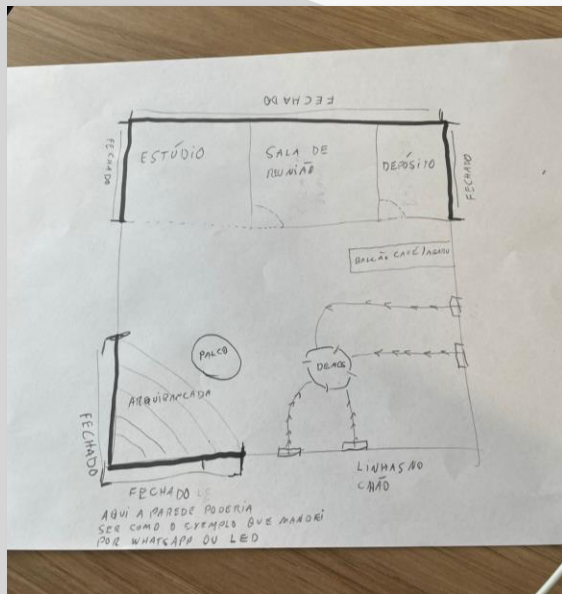
- Floor plant 1st draft
- Adjustments





Febraban Tech: booth

Strategy, development, and implementation



- Detailed briefing
- Grouping of ideas and needs

- Floor plant 1st draft
- Adjustments

- 3D
- Implementation





Febraban Tech: booth

Strategy, development, and implementation



Demo Area



Priceless Abaru





Febraban Tech: booth

Strategy, development, and implementation



Content Arena | Meeting Room



Schedule | Videos



B2B Strategy

Lead Capture Strategy

Objective:

Track core and beyond cards opportunities touched by Marketing Initiatives



1

Event attendees get in our booth

2

Badges are scanned by interest

3

Data upload into Salesforce

4

Thank you e-mail is sent

5

Sales qualification

6

Pipeline/opp creation

B2B Marketing Role

Sales Teams Role



Volume of leads captured at Febraban Tech



General Interest
450



Identity Solutions
126



Market Trends
125



Cybersecurity
94



Consumer Clarity
86



Digital Payments
20

~900 leads collected
at the event



Lead Capture

[Click here to view in a browser](#)



Foi um Prazer encontrar
você na Febraban Tech

Olá {{Recipient.FirstName}},

Em breve, você vai descobrir como a Mastercard pode ajudar sua empresa a crescer e otimizar custos por meio de nossa tecnologia de ponta.

Confira abaixo nossas áreas de atuação que vão além de cartões:

Identidade

35%

Cibersegurança

34%

Loyalty

31%

% of total clicks

Post event e-mail results

	Open rate	Click Rate	Unsubscribes
Febraban e-mail	43.07%	27.56%	0.10%
Benchmarks	27.10%	10.10%	0.20%





Thank you!