

MasterCard  
International



# In Europe

MASTERCARD EUROPE - ISSUE 5 - SEPTEMBER 2003



THEY'LL NEVER WIN IT THIS TIME!

## Editorial

September is traditionally a time for new projects and initiatives, so this edition of *In Europe* is full of examples of how to get your ideas off the ground. MasterCard has put together some great promotions and offers to excite cardholders and stimulate card use. MasterCard is celebrating its tenth sponsorship year of the Champions League, and is kicking off the football season with some fantastic promotions leveraging the passion and enthusiasm of the fans. Watch this space in the next edition of *In Europe* to see what we have in store for UEFA Euro 2004™, to be held in Portugal.

We are always pleased to receive your feedback, so if you have any comments about *In Europe* please send them to Sue Davies at [sue\\_davies@mastercard.com](mailto:sue_davies@mastercard.com)

## Make More of World Signia



The new *World Signia™* Premium Collection is full of some truly fabulous discounts and opportunities that member banks can make available to their *World Signia* cardholders. By offering such things as two for one deals on flights to the US with American Airlines, reductions on luxurious weekend breaks with Relais and Châteaux, tee reservations to great gold courses worldwide, and discounts on high profile consumer goods, like shirts from the Jermyn Street tailor TM Lewin, and Vision 3k eyewear, banks can drive card usage and reinforce their customer relationship.

All the artwork is ready, prepared by MasterCard. All member banks have to do is decide which offers they wish to run and the type of communication they wish to use. What could be easier?

For more information on the *World Signia* Premium Collection, contact Isabelle Lodde by email at [isabelle.lodde@mastercard.com](mailto:isabelle.lodde@mastercard.com). ▶▶



## Summer Fun in Hungary

Organised annually, the Sziget Festival is a major music and party event for young people in Hungary and neighbouring countries.

Attracting some 350,000 visitors the festival is one of the high points of the summer. This year,

MasterCard is a major sponsor, and as well as offering a range of fun discounts and benefits to festival goers, has arranged for the deployment of POS terminals at 10 merchant locations accepting MasterCard, MasterCard Electronic and Maestro cards. In addition, to stimulate card use, the Budapest office has designed a promotion which rewards every MasterCard POS transaction slip. ▶▶

# Maestro Comes to Denmark

The biggest commercial bank in Denmark, Danske Bank, its BGBank and the Co-operative Bank: Arbejdernes Landsbank – have launched Maestro as their new debit brand.



Mr Klaus Frandsen, First Vice President from Danske Bank in Denmark says, "Maestro will be a real bonus for cardholders in Denmark, with a particularly strong appeal for young people because of its extensive worldwide acceptance network. We expect Maestro to be very popular in particular with the 15 – 17 age group, as there is little on the market at the moment that meets their needs."

Mr Gert Jonassen, General Manager at Arbejdernes Landsbank commented, "We are delighted to be partnering with MasterCard to be one of the first banks to bring Maestro to Denmark. Life will be much easier for our cardholders in the future as they will be able to use the same card at home and abroad."

Danske Bank/BGBank have been issuing MasterCard Standard, Business and Gold cards for a number of years, and Arbejdernes Landsbank MasterCard Standard cards, but this will be their first venture with Maestro! ▶▶

Maestro cards have not until now, been issued in Denmark. However a recent change in Danish legislation has opened a window of opportunity for Maestro to be used both domestically and internationally.

The two issuing banks expect the number of Maestro cards issued in the first year to be around 200,000 in total, and to exceed 400,000 in three years. Danske Bank, BGBank and Arbejdernes Landsbank are aiming to convert their ATM (only) cards over three years to Maestro, as well as attracting new cardholders.

Danske Bank will be marketing the card to the youth segment in particular, offering a number of value added features such as a package that includes Internet and mobile access. Young people in Denmark frequently travel independently of their parents and Maestro will give them the ability to pay, while offering parental peace of mind as they cannot spend more than is in their account.

## MasterCard Academy Courses

Check the next issue of *In Europe* to discover the identity of the 20,000th Academy participant winner! ▶▶

[academy@mastercard.com](mailto:academy@mastercard.com)

YOUR PARTNER FOR THE TRAINING YOU NEED

### Training Programme for March 2003

COURSES	LOCATION	DATES
Introduction to MasterCard Europe	Waterloo	Oct. 1-3
The Business of Fraud Detection	Waterloo	Oct. 14
ATM Risk Management	Waterloo	Oct. 15-16
Effective Fraud Management	Stockholm	Oct. 21-22
SAFE Workshop	Stockholm	Oct. 23-24
MasterCard Chargeback Seminar	Stockholm	Oct. 23-24
Revolving Credit : A Profitable Card Option	Warsaw	Nov. 4-5
Credit Scoring : Manage Risk & Increase Profitability	Warsaw	Nov. 6-7
Preparing your Migration to Chip Cards	Warsaw	Nov. 4-5
How Chip works for Debit & Credit Cards	Warsaw	Nov. 6-7
Authorisation Operations for Member	Warsaw	Nov. 4-5
Authorisation Workshop	Warsaw	Nov. 6-7
Security Operations	Waterloo	Nov. 18
Exploring the EMV 2000 Standard	Waterloo	Nov 19-20 a.m.
Approval Level 2 for Debit & Credit Terminals	Waterloo	Nov. 20 p.m.-21
Clearing & Settlement Services for Members	Brussels	Dec. 9-10
Clearing Workshop	Brussels	Dec. 11-12

Register early, to obtain the earlybird rate!  
 Check the curriculum for details or contact the Academy team at  
 Tel + 32 2 352 5810 • Fax + 32 2 352 5354 or 5071 •  
 e-mail: [academy@mastercard.com](mailto:academy@mastercard.com)

# MasterCard Advisors: Designed to Help You



## MasterCard Advisors

If you haven't already, you will be hearing a lot about MasterCard Advisors, the new professional services arm of MasterCard International that was developed to help financial institutions improve the bottom-line profitability of their payments business.

MasterCard interviewed nearly 800 clients and prospects to find out what they wanted in a professional services firm; where they needed help with their day-to-day operations and their long-term strategic goals. Kamal Boushi, head of the MasterCard Advisors Europe Region, says, "We talked to our customers and almost universally, they came back and said, 'We really appreciate and value what MasterCard offers us... but we would like to see offerings expand.' We've done that with MasterCard Advisors."

MasterCard Advisors deliver a strategy-to-implementation approach encompassing best-in-class payments expertise across: marketing; customer relationship management; information technology; research; operations; credit risk management and cardholder services.

"Advisors' unique approach of *Investigation, Insight and Implementation* has already delivered solutions and increased revenue in hundreds of our engagements," says Kamal.

Advisors deliver tailored solutions to achieve immediate goals, increase efficiencies, and improve bottom lines. The methodology encompasses discovery, an in-depth understanding of our clients and their customers, rigorous analytics supported by experience-based advice, recommendations designed to meet your unique needs, execution, and a framework for measuring results.

### ADVISORS ADDRESS SUCH QUESTIONS AS:

- i How is the payments industry environment likely to change? What are your competitors doing?
- i Which customers and segments represent the greatest opportunity? How do you reach them?
- i Are you delivering the products and services that your customers need? Are you doing it profitably?
- i What opportunities exist to improve efficiency, quality, and customer service?
- i How can you better manage risk and control your costs?

### HELPING EACH CLIENT IN A DIFFERENT WAY

Recently, a large issuer needed to develop a new co-branded product that would appeal to both prime and underserved consumers, which would meet the client's spending objectives. Advisors provided full consulting support for the product launch, which included new product concept development, qualitative communications research, value proposition research, creative development of all communication material as well as production management and card design. A dedicated Advisors' team was able to meet an aggressive launch schedule of 12 weeks.

"We have the expertise to come in, roll up our sleeves and help you with your biggest challenges," says Kamal.

Peter Hoch, President MasterCard Europe, says, "MasterCard Advisors are a great asset that bring a whole range of expertise and unparalleled services to our customers. MasterCard really is your Best Business Partner, and our Advisors are an integral part of that promise, delivering global resources locally."

## YOUR BEST BUSINESS PARTNER

Advisors brings a unique perspective and skill set to every engagement:

- i Objective advice and attention to confidentiality
- i Access to a continuous stream of new products and services
- i Strategy-to-implementation methodology
- i Delivery of meaningful and measurable results
- i Country-level expertise and know-how
- i An understanding of global trends and their implications
- i Unsurpassed experience in high-volume, high-availability transaction processing
- i Deep industry knowledge, extensive industry experience
- i Unparalleled client focus ...  
*our clients are our shareholders*

If you would like to find out how MasterCard Advisors can help you, please contact your MasterCard Account Manager or Kamal Boushi on tel: +44 (0)207 557 6801/6818, or by email at:  
kamal\_boushi@mastercard.com ▶▶

## Save the Date

3<sup>RD</sup> ANNUAL EUROPEAN  
DEBIT CONFERENCE  
18-19 MARCH 2004  
ISTANBUL

See next edition of *In Europe*  
for more details!

## They'll Never Win it This Time!



All of the prizes will be supplied to you, free of charge, by the MasterCard Europe sponsorship team –all you need to do is contact us, explain the details of your promotion and you're ready to go! You determine the promotion mechanics to suit your needs.

The prizes include an hour long DVD giving the viewer an insight into the world of football, the opinions and the controversy. To further help promote the football debate fans can win a

MasterCard is proud to launch another exciting promotion to provide members with an invaluable promotional tool. Developed in line with MasterCard's global football strategy, consumers are challenged to join MasterCard in the never-ending football debate and ultimately win a chance to go the 2004 UEFA Champions League Final.

This turnkey promotion developed by MasterCard provides you with all the elements you need to run an effective and efficient UEFA Champions League promotion. All the tools, such as branded statement inserts, posters, ATM screens and much more are available for you to use in a timeframe that suits your business objectives.

picture messaging mobile phone or the grand prize, a trip to the final in Gelsenkirchen, Germany on May 26th 2004. The trip includes the exclusive opportunity to talk football with some of the world's greatest players, including Pelé and Eusebio!

If you are interested in making the most of this exciting UEFA Champions League promotion please consult the 2003-2004 MasterCard UEFA Champions League Tool Kit. If you have yet to receive your copy, please contact Georges Toghias MasterCard Europe sponsorship department (georges\_toghias@mastercard.com). ▶▶

## MasterCard Sponsors Swedish Open

Tennis has been played in Båstad, the Swedish Riviera, since 1934. This makes the Swedish Open one of the oldest outdoor clay Tennis Tournaments in the world. Scheduled immediately after Wimbledon, the organisers can attract top ranked players. The Båstad site, a picturesque old fisherman's village

situated not too far from Copenhagen Airport, brings the players peace and comfort far away from traffic and large crowds. Some stay in private accommodation, jog on the beach in the morning and cycle their way to Centre Court when it's time to play.

This year MasterCard was one of the games official partners and the preferred payment card. Ticket sales started on the Internet early this spring with the offer of a 15% rebate to all MasterCard cardholders.

More than 30 players from all over the world, and 375 volunteer staff, together with beautiful summer weather, made the tournament a success. In the stands 400 people wore MasterCard accreditation badges, which were visible to the rest of the 4,000 spectators, whose numbers exceeded all expectations.

At the opening of the tournament the audience greeted the famous Swedes: Bjorn Borg, Mats Wilander and Stefan Edberg, all First Ranked players during their careers. With pomp and circumstance they entered the Swedish Tennis Hall of Fame.

The games were highly appreciated by our guests who arrived from Denmark as well as from Sweden. We gave them excellent tennis in a beautiful environment on the rim of the Nordic Sea. ▶▶



## Fraud Forum in Portugal

Earlier this year the MasterCard Europe Iberian representative office organised the third regional Fraud Forum in Carvoeiro, in the Algarve – Portugal.

The conference attracted high-ranking magistrates, public prosecutors, lawyers, police investigators and member bank representatives. The opportunity to openly debate fraud

prevention and how it can be implemented in different areas ranging from legislative reform to information campaigns, was welcomed by delegates. One of the key benefits of the Forum is to help members keep up to the minute on new fraud types and trends, and to work with fraud specialists in other areas to minimise member fraud exposure.

This year a range of topics were covered from cross border fraud trends, MATCH and its conflict with local legislations, EU legislation harmonisation and fraud challenges in new technologies. ▶▶

## Summer Smiles with Rabobank

Summer is one of the most important opportunities for banks to roll-out special holiday-related promotions for both MasterCard and Maestro, and none more so than in the Netherlands with Rabobank and its annual summer campaign.

But results already in this year have shown that in 2003 the promotion's been a particular 'sizzler'.

'Rabo Totaal Pakket' is one total package offering bank customers a range of related services, starting with a current account and including a Europas (with Maestro), Rabocard/MasterCard, emergency services via Rabo Interhelp Extra and a number of additional services such as free online banking.

Supported by a comprehensive media programme, promotions for 'Rabo Totaal Pakket' appeared on the radio, in direct mailings, posters in bank branches and the bank's website and bank magazine (including an advertisement around Rabocard/MasterCard). Running from 1st May through to June 30th, every two weeks, the spotlight was put on one of the various components of the programme, kicking off, for example, with the MasterCard credit card.

From 1st May through to end of June 2003, Rabobank more than doubled the normal sales of new MasterCard credit cards and Maestro cards. "This even exceeded our best expectations", said Pim Willems, project manager Marketing and Sales. "We know that this increase is due to the success of the marketing campaign and the power

# Waarom U niet ?



Rabobank



of combining so many good products under one programme...not least the Rabocard, the MasterCard credit card from Rabobank".

Monique Houtmeijers, project manager Cards, said, "Both MasterCard and

Maestro card usage abroad is still growing - not least because our cardholders have been able to see for themselves the very real and tangible benefits of carrying an internationally recognised card in their pocket." ▶▶



# Out and About in Poland

## INFORMATION CAMPAIGN

The first Priceless TV spot in Eastern Europe has been rolled out in Poland! Credit cards are not well established in the country, although debit cards are highly popular. The Priceless TV spots are part of an information campaign to inform people about the usefulness of having a credit as well as a debit card. Two creative concepts have been developed based around the need to buy, and the opportunity to make the most of price reductions in the sales. The intensive TV Internet and radio campaign begun in June and will continue in September.

## BEACH MOVIES

Watching movies on a big screen on the beach is a Polish tradition, and to make the most of the summer season,



MasterCard Poland organised three big outdoor film and music events at popular seaside resorts on the Baltic Sea. As well as the events themselves, there was considerable media coverage through nationwide press, radio and Internet, and before and during each event hostesses gave out leaflets and talked about MasterCard to people in the local towns. The events were free, with over 80,000 people attending in all.

## INTERNET CO-BRANDING

Onet.pl – the biggest Polish Internet portal and LUKAS Bank – one of the most dynamic retail banks in Poland have launched an Onet LUKAS Bank MasterCard credit card. It is the first credit card in Poland to be co-branded with an Internet portal, and the first LUKAS Bank card to carry the MasterCard brand.

The Onet LUKAS Bank MasterCard card is aimed at people who enjoy travelling. The card carries added value benefits such as rebates and promotional offers, from Pascal Publishing House, Poland's leading travel guide publisher, and Scan Holiday, the biggest travel bureau in Poland. As well as enjoying an interest free credit period for up to 51 days, and a free insurance package linked to the card, cardholders will be able to check their balance and payment



history via on-line communication from all over the world, as well as by telephone or in branches.

All foreign transactions concluded with the card are settled in euro, which currently offers an attractive exchange rate - especially for travellers around Europe.

In addition, the users of the Onet LUKAS Bank credit card get a free professional e-mail account in the Onet.pl portal. The 50 MB account in the @pro.onet.pl domain is active throughout the validity of the card. ►►

If you have any comments  
or ideas about *In Europe*  
please send them to  
[sue\\_davies@mastercard.com](mailto:sue_davies@mastercard.com)

This publication contains forward looking information. Although MasterCard believes that its expectations are based on reasonable assumptions, it can give no assurance that its objectives will be achieved. MasterCard disclaims any obligations to publicly update or revise any forward looking information.