

FACT SHEET

## Visa's "My Football Fantasy" NFL Marketing Campaign

<b>Campaign:</b>	My Football Fantasy
<b>Channels:</b>	<p><i>My Football Fantasy</i> – <a href="http://www.visa.com/myfootballfantasy">www.visa.com/myfootballfantasy</a>            Twitter – @Visa, #myfootballfantasy            Facebook – <a href="http://www.facebook.com/visa">www.facebook.com/visa</a>            YouTube – <a href="http://www.youtube.com/visabrand">www.youtube.com/visabrand</a>            Instagram - <a href="http://instagram.com/visa_us">http://instagram.com/visa_us</a></p>
<b>Overview:</b>	<p>Visa's integrated NFL marketing campaign, "My Football Fantasy," brings unforgettable experiences to NFL fans by fulfilling football-themed fantasies during the 2013-14 regular season. From October through February (Super Bowl), fans who submit their football fantasies via Twitter and Instagram using the #myfootballfantasy hashtag or via <a href="http://visa.com/MyFootballFantasy">visa.com/MyFootballFantasy</a> will have a chance to have their fantasies fulfilled by Visa – bringing fans even closer to the game they love.</p> <p>Visa will select different football fantasies and bring them to life, allowing NFL fans the chance to get closer to the NFL than ever before. To participate in the #myfootballfantasy campaign, fans simply need to use their Visa card during one of the six entry periods of the contest, then submit their football fantasy using the #myfootballfantasy hashtag. Details of the non-purchase entry option can be found at <a href="http://visa.com/MyFootballFantasy">visa.com/MyFootballFantasy</a>.</p> <p>Starting with opening weekend of the NFL season, the campaign will feature three different advertising spots that bring to life potential football fantasies that could be fulfilled from the campaign. These commercials will feature San Francisco 49ers Coach <b>Jim Harbaugh</b>, Atlanta Falcons wide receiver <b>Julio Jones</b> and New Orleans Saints quarterback <b>Drew Brees</b>.</p>
<b>Commercials:</b>	<p>Visa will debut a series of spots this season featuring examples of football fantasies fans could submit via the "My Football Fantasy" campaign, including:</p> <ol style="list-style-type: none"> <li>1. <b>"Coach" (:30)</b> – San Francisco 49ers Coach Jim Harbaugh gives a youth football team a first-hand look at the passion he brings to the sideline every week, giving life to the football fantasy of experiencing Harbaugh's coaching up close.</li> <li>2. <b>"Dance Fever" (:30)</b> – a fan-inspired touchdown dance from Atlanta Falcons Wide Receiver Julio Jones spreads in popularity worldwide – with everyone from Bollywood to Julio Jones' <i>Madden NFL 25</i> character – taking part in the fun.</li> </ol>
<b>Social Media:</b>	<p>This year's NFL campaign is social at the core, putting the power of creating unforgettable experiences in the hands of the fans. In addition to Twitter and Instagram being vehicles for fans to submit their football-themed fantasies, Visa's Facebook (<a href="http://www.facebook.com/Visa">www.facebook.com/Visa</a>), Twitter (@Visa), Instagram (<a href="http://instagram.com/visa_us">http://instagram.com/visa_us</a>), Vine and YouTube (<a href="http://www.youtube.com/Visabrand">www.youtube.com/Visabrand</a>) channels will also play a central role in enhancing the fan experience and delivering more exclusive content.</p>
<b>Additional Elements:</b>	<p>Visa's integrated marketing campaign for the 2013-14 NFL season also includes financial institution client and merchant activation programs, new NFL team relationships, media partnerships and the ninth season of <i>Financial Football</i>.</p>

**Client & Merchant Activation** – Visa’s NFL league and team sponsorships provide a wide range of opportunities for financial institution clients and merchant partners to connect with Visa cardholders and drive value for their businesses and shareholders. This year’s NFL campaign will include participation by most financial institutions that issue or accept Visa cards. Visa’s marketing support for clients includes participation in the national promotion, access to Visa unique NFL experiences, and other customized promotional opportunities.

**Team Relationships** – Visa is the exclusive payment services sponsor of the **Arizona Cardinals, Atlanta Falcons, Baltimore Ravens, Buffalo Bills, Carolina Panthers, Denver Broncos, Indianapolis Colts, New England Patriots, New Orleans Saints, Minnesota Vikings, Pittsburgh Steelers** and **San Francisco 49ers**. As the proud sponsor of 12 NFL teams, Visa is the preferred card for ticket sales, concessions and merchandise and has point-of-sale branding online and at all team payment terminals within the stadiums, including concession areas and team shops.

**Media Integration** – For the 10th consecutive season, Visa will present the *Visa Halftime Report* on FOX NFL broadcasts. Studio host **Curt Menafee** will help Visa integrate #myfootballfantasy into each week’s broadcast.

**Financial Football** – For the ninth consecutive year, Visa has teamed up with the NFL and NFL PLAYERS to help high school and college students take control of their financial future. Financial Football is a free money management video game and the centerpiece of a nationwide initiative to promote financial literacy. Since 2005, Visa has partnered with 37 state governments and the District of Columbia to distribute the *Financial Football* game to more than 15,000 high schools. The online version of the game, available at [www.practicalmoneyskills.com/football](http://www.practicalmoneyskills.com/football), has been played more than 650,000 times.

**Agencies:**

BBDO, New York (advertising)  
Atmosphere Proximity (digital strategy and creative)  
OMD, New York (media)  
MRY, New York (social media)

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