

FACT SHEET

## Visa's "Make It Epic" NFL Marketing Campaign

**Campaign:** Make It Epic

**Channels:** *Visa NFL Fan Offers* – [www.visa.com/makeitepic](http://www.visa.com/makeitepic)  
 Facebook – [www.facebook.com/visa](http://www.facebook.com/visa)  
 YouTube – [www.youtube.com/visabrand](http://www.youtube.com/visabrand)  
 Twitter – @TeamVisa, #MakeltEpic

**Overview:** Visa's integrated NFL marketing campaign, "Make It Epic," aims to make the season unforgettable for NFL fans, bringing them closer to the action through a series of epic giveaways and timely offers.

Central to the campaign is *Visa NFL Fan Offers*, a new program that uses real-time communications and gives enrolled cardholders the chance to win exclusive NFL-related experiences as well as access to merchant offers, designed specifically to enhance fans' NFL experience.

Through the *Visa NFL Fan Offers Sweepstakes*, enrolled cardholders have a chance to win relevant experiences ranging from rare access to John Madden's viewing studio or Jim Harbaugh's gameday speech, the opportunity to interview an NFL player (Ray Lewis) and trips to the Pro Bowl and Super Bowl XLVIII (2014). Fans will also receive timely offers to fuel their passion for the game with discounts on pizza, NFL gear, airfare and more. With *Visa NFL Fan Offers*, Visa can customize NFL fans' experience based on their favorite team and enrolled card usage.

**Visa NFL Fan Offers:** To enroll, Visa account holders visit [www.visa.com/MakeltEpic](http://www.visa.com/MakeltEpic) to input an eligible Visa account number, mobile phone number and email address. Fans also select an NFL team affiliation to receive an initial welcome offer followed by a limited number of email and mobile text messages each week containing offers from official NFL sponsors and NFL-related merchants. Messages will remind fans of their chances to win tickets to NFL games or other unique NFL experiences, and will include offers from the following merchants: NFLShop.com, Papa John's, LIDS, 24 Hour Fitness, Bose, DIRECTV, Sports Illustrated, Burger King and EA SPORTS, among others.

*Visa NFL Fan Offers Sweepstakes* experiences include –

1. Interview an NFL Player (Ray Lewis)
2. Watch football with Hall of Fame Coach John Madden at his personal viewing studio
3. Hear San Francisco 49ers coach Jim Harbaugh deliver his gameday speech in the locker room
4. Watch the NFL Pro Bowl from the sidelines
5. Travel and tickets to Super Bowl XLVIII (2014) in New York/New Jersey

**Commercials:** Visa campaign includes a series of spots featuring once-in-a-lifetime experiences that fans can win via the *Visa NFL Fan Offers Sweepstakes*.

1. **"Interview" (:30)** – Baltimore Ravens linebacker Ray Lewis participates in post-game interviews that would be altogether routine if not for a surprising, pint-sized addition, along with her doting dad, to the reporter pool. "Interview" highlights the first experience available to fans via *Visa NFL Fan Offers*: the opportunity to interview an NFL player.

2. **“Locker Room Speech” (:30)** –A trio of San Francisco 49ers—Coach Jim Harbaugh, Alex Smith and Patrick Willis— get pumped up for the game by an unusual source. “Locker Room Speech” showcases the second experience available to fans: the opportunity to hear a gameday speech delivered by Coach Harbaugh in the locker room with the San Francisco 49ers.
3. **“Madden” (:30)** – Go inside John Madden’s Viewing Studio as Madden himself shows two fans the ropes on a number of epic activities: commentating a game, playing EA SPORTS Madden 13, calling plays, and even eating BBQ alongside the Madden Cruiser.

**Social Media:**

Visa’s Facebook ([www.facebook.com/Visa](http://www.facebook.com/Visa)), YouTube ([www.youtube.com/Visabrand](http://www.youtube.com/Visabrand)) and Twitter (@TeamVisa, #MakeltEpic) channels also play a central role in enhancing the fan experience, delivering more exclusive content and epic opportunities throughout the season.

**Additional Elements:**

Visa’s integrated marketing campaign for the 2012-2013 NFL season also includes client and merchant activation programs, new NFL team relationships, media partnerships and the eighth season of *Financial Football*.

**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 more than 200 clients that issue or accept Visa cards. Visa’s marketing support for clients includes participation in the national promotion, access to Visa Signature’s unique NFL experiences, and other customized promotional opportunities.

**Team Relationships** – Visa is the exclusive payment services sponsor of the Atlanta Falcons, Baltimore Ravens, Buffalo Bills, Carolina Panthers, Cleveland Browns, Denver Broncos, Indianapolis Colts, New England Patriots, New Orleans Saints, Minnesota Vikings, Pittsburgh Steelers, San Diego Chargers, and San Francisco 49ers. As the proud sponsor of 13 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 ninth consecutive season, Visa is presenting the *Visa Halftime Report* on FOX NFL broadcasts and continuing its relationship with Yahoo!Sports Fantasy Football, presenting the Yahoo!Sports StatTracker® and its mobile and iPad applications.

**Financial Football** – For the eighth 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 34 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:**

TBWA/Chiat/Day, Los Angeles (advertising)  
 Atmosphere Proximity (digital strategy and creative)  
 OMD, New York (media)  
 MRY, New York (social media)

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