



With more than 2.2 billion cardholders worldwide, Visa is the world's leading consumer payment brand (Source: The Nilson Report). In Europe alone, there are more than 400 million Visa-branded payment cards and these cards can be used in more than 200 countries around the world. By providing consumers with a convenient, secure and globally accepted electronic payment solution, Visa's goal is to be the preferred alternative to cash and cheques.



Market

In October 2007, Visa Europe became independent of Visa Inc, with an exclusive licence to operate in Europe. Visa Europe operates in 36 countries; however, Visa cardholders can use their cards in more than 200 countries worldwide. In addition, Visa/PLUS is one of the world's largest global ATM networks, offering cash access in local currency from more than 1.4 million ATMs globally.

Every year, Visa Europe facilitates 20 billion point of sale transactions. Its 4,000-plus member banks issue 400 million Visa-branded debit, credit and prepaid payment cards to European consumers. Each bank has access to the same powerful Visa brand, a range of products and services, marketing and other support, plus advanced technological systems to authorise,

secure and process Visa transactions. Visa competes with rivals in electronic payments as well as with cash and cheques.

Product

From the creation of the credit card in 1958 through to the invention of the dial-up terminal, the move to magnetic stripe, the shift to chip and PIN and the creation of contactless payments, Visa has been at the forefront of change in the payments sector.

Today, recognising that every day and every person is different, Visa offers three cashless payment models to suit individual needs and circumstances: pay now – the debit card; pay later – the credit card, charge card and deferred debit card; and pay in advance – the prepaid card.

Achievements

Research conducted by Visa shows that consumers know, like and trust the brand, which is seen as setting the standard among its competitors. Indeed, in 2010 an independent survey of 23,000 Reader's Digest readers in Europe revealed Visa as the third most trusted brand in Europe and the most trusted of all financial service brands.

For its member banks, the strength of the Visa brand brings tangible business value. In the UK, for example, it is reported that Visa-branded debit cards generate seven times more international usage than other competitor-branded debit cards (Source: Apacs). The 2010 BrandZ report shows Visa to have leapt up 18 places since 2009 to 18th position, making it the highest riser in the group. Interbrand's 100 Best Global Brands list for 2010 also shows Visa as one of the five top risers, with its brand value up 26 per cent on the previous year's result.

Recent Developments

With its history as a pioneer in payment options, recent years have been as prolific as



ever for Visa. Visa contactless removes the need to insert the card into a terminal and enter a PIN or provide a signature; transactions are completed in less than a second as cards are touched on a contactless reader.

Visa Mobile takes contactless technology further by allowing consumers to use mobile phones equipped with near field communication (NFC) technology to complete transactions, while prepaid Visa contactless combines the speed of contactless payments with the convenience of a prepaid card.

Visa has led an initiative to introduce integrated card payment technology into London's black taxis. Since December 2010 a growing number have been enabled, to allow passengers to pay their fare in the back of the cab by card via a PIN pad device that is connected to the taxi meter. Chip and PIN, contactless and magnetic stripe acceptance are fully supported.

Visa SimplyOne is a multi-application card combining a debit and credit card, which can be used at point of sale, online, over the phone and at ATMs. Visa SimplyOne is designed to give cardholders flexibility, allowing them to use different payment accounts on a single card.

In addition to these recent developments, Visa has also seen unprecedented and exponential

growth in the online shopping arena. In Europe, online shopping continues to rise with approximately 14 per cent of all spend using Visa products now done online. In 2010, UK shoppers spent £377 million over Christmas and Boxing Day with online sales accounting for nearly one-third of the total transactions.

Promotion

In 2008, Visa launched its 'Life flows better with Visa' campaign with the 'Running Man' TV commercial. It built on this equity with a campaign featuring dance and media artist 'Bill' in 2009, followed by 'Football Evolution' in 2010. A unifying theme across these spots is Visa's role as the enabler on these 'journeys', encouraging people to look at Visa in a new way – not just as a debit or credit card provider but as a trusted alternative to cash that can bring convenience to their lives.

2010 focused on leveraging Visa's sponsorship of FIFA, with a multi-media approach that went from TV to social media and everything in between. The activity spanned 18 markets with a range of brand and promotional activity to engage and incentivise its target audience.

This strategic direction has proved successful for Visa in driving advertising impact and during 2011 the Flow campaign will be developed further.



As 2012 approaches, Visa's sponsorship of the London Olympic and Paralympic Games provides the brand with an exceptional opportunity to drive its business across Europe.

Brand Values

Visa provides trusted services and products that facilitate millions of financial transactions every day. Visa aims to help life flow better by taking the friction out of those transactions, by providing a product that is safe, quick and easy to use, and accepted in more than 200 countries worldwide.

Visa's corporate ambition is to be the world's most trusted currency. Trust, simplicity, energy and progressiveness are values that the brand holds dear as it strives to be dynamic, reliable, purposeful, positive and an enabling force in people's lives.

Things you didn't know about Visa

During the period leading up to the FIFA World Cup™ kick-off through to the end of the tournament (1st June – 11th July 2010), spending by international visitors in South Africa on Visa payment cards exceeded US\$312 million.

In the 12 months ending June 2010, Visa cards were used to make purchases and cash withdrawals to the value of more than 1.4 trillion euros.

£1 in every £4 is spent on a Visa card in the UK.

On the busiest shopping day before Christmas 2009, Visa Europe processed 894 transactions every second.

At point of sale, 12.5 per cent of consumer spending in Europe is with a Visa card and more than 70 per cent of that is on Visa debit cards.

It takes around 20 milliseconds for Visa to process a transaction.



1958	1976	1983	1986	1993	1999
Bank of America launches BankAmericard, the first successful general purpose credit card.	BankAmericard changes its name to Visa. Three years later Visa introduces the first point of sale electronic terminal.	Visa launches the world's first 24-hour ATM network. The following year the 'dove' hologram is introduced to cards for the first time.	Visa becomes the first card payment system to offer multiple currency clearing and settlement and begins its worldwide sponsorship of the Olympic Games.	Visa issues the first smart card to accrue loyalty points, plus corporate business and purchasing cards.	Visa conducts the world's first euro transaction using a payment card.

2000	2004	2008	2010
A world first, Visa issues its one billionth card.	Visa is incorporated into Europe and becomes Visa Europe. The following year it revitalises its brand identity for the first time in its history.	Visa celebrates its golden anniversary. The following year Visa announces it is a presenting partner of Team 2012 – a group of 1,200 Olympic and Paralympic athletes in the UK, all striving to compete in London 2012.	Visa SimplyOne launches: two Visa payment applications on a card. The number of Visa contactless cards in circulation reaches 12 million.