

Visa Europe everyday ads

Visa Europe has used an array of ambient advertising formats over the past four years, including petrol pump nozzles, car park barriers, coat hangers, coffee cups, table tops and changing room mirrors.

The brand's head of media management, Maria Cordoba, says the aim is to promote the message that a merchant welcomes Visa payments and to counter social barriers to use, such as the fear of holding up the queue. She dismisses criticisms that



Visa petrol pump ads

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ambient media may diminish a brand's stature by making it look cheap or opportunistic.

'It is all about how you use it,' says Cordoba. 'Visa is a well-known and established global brand but ambient activity offers us added relevance and character.'

'It helps the advertising message be relevant and compelling, and it has a strong impact on sales by being close to where the card is used.'