Credit card provider strikes gold with Microsoft

When Barclaycard Italy launched the Gold Card, it needed its online advertising to shine. The prestige credit card is aimed at high-earning men aged between 22 and 55, so Barclaycard had to find an online publisher with a wealth of ad inventory, and one that could target ads effectively. That's why it teamed up with Microsoft Advertising.

Client Objectives
- Increase awareness of the Gold Card
- Boost purchase intent
- Drive users to sign up for the card online
- Stimulate brand awareness

Creative Solution
The Italian credit card market is tightly competitive. With little differentiation between rival companies, card providers need to use the latest advertising channels to target customers accurately. When Barclaycard Italy launched the Gold Card, it was clear that the most important place to advertise was online.

The company decided to work with Microsoft Advertising. Together, they selected the most relevant, effective channels on the Microsoft network. For two weeks in October 2007, expandable banner ads for the Gold Card ran across MSN Money, MSN News, MSN Today, and Windows Live Messenger.

Users clicked through from the banners to a landing page with more information about the card, and an opportunity to apply online.

Campaign Results
The campaign paid off, with interest. Research by MetrixLab showed that the ads generated 16 million impressions, with exposed respondents seeing the ads 4.9 times on average. The study found that:

- Purchase intent in the target audience increased by eight percentage points
- Favourability towards Barclaycard went up by four percentage points in the target group
- Aided awareness of the Barclaycard brand rose by four percentage points in the target group
- Online ad awareness increased by six percentage points in the exposed group
- Agreement with the statement "Barclaycard is international" increased by seven percentage points in the exposed group

"The team at Microsoft helped us choose the best places to display our ads. They were very experienced, and they knew exactly where our ads would work most effectively."

TIZIANA BRIGNOLI, Marketing Manager, Barclaycard Italy

www.barclaycard.it