

The Visa logo is displayed in white, bold, italicized capital letters on a blue background. The 'V' is significantly larger than the other letters, and the 'I' has a distinctive shape with a curved top.

**How Visa's Brand Refresh
Increased Web Traffic by +31% YoY**

Financial Services

On July 21st 2021, the global payments technology company, Visa, unveiled their latest brand refresh and invited the world to '[Meet Visa](#)'.

The brand refresh comes as the world is quickly transitioning to a cashless future.

Visa launched a global campaign to showcase its new branding, repositioning itself as a global acceptance network and emphasizing its commitment to global economic inclusion.



**MEET VISA.
A NETWORK WORKING FOR EVERYONE.**

[Click to Watch](#)

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Overview:

The brand refresh included a new brandmark, brand symbol, brand assets, slogan, and a series of short films.

Brandmark

VISA

Brand Symbol



Photography



Typography

Light	AaBbCc123
Regular	AaBbCc123
Medium	AaBbCc123
Semibold	AaBbCc123
Bold	AaBbCc123

Tagline

**MEET VISA.
A NETWORK
WORKING
FOR EVERYONE.**

Primary Colour Palette

Visa Blue

White

Visa Gold

Black

Overview:

Brand Evolution from 1960 to 2021:

**Timeline not to scale*



1960

1975: *More than Money*
1976: *Sometimes it makes all the difference*



1977

1978: *Your world is waiting, and Visa is there.*
1979: *Across America, around the world, we're keeping up with you*
1980: *You can have it the way you want it*

1960: *Think of it as money*

1977: *Life is for living. Visa is there*

1980: *You can have it the way you want it*



1992

1986: *It's Everywhere You Want to Be*



1996



2005

2006: *Life takes Visa*

2021: *MEET VISA. A NETWORK WORKING FOR EVERYONE.*

2008: *More People Go with Visa*



2014

2014: *It's Everywhere You Want to Be*

2021

Brandmark



Brand Symbol



Brand Refresh Objectives:

Visa's goal was to reposition itself as a global network instead of just a credit card issuer, establish the brand in the fintech world, and share its brand purpose.

01.

Reposition

"The common theme was when people, whoever this audience was, no matter what they did, had not really understood the breadth of what we did,"

"We want to make sure we're seen in the world for the expansive work we do. We are known for consumer payments with 3.6 billion credentials out in the world, but we do so much more."

- [Lynne Biggar](#), Visa CMO

02.

Modernize

"Visa is leaning heavily into fintech, taking big steps in cryptocurrency, helping move money, and identifying consumers and business owners as payees and payers at various points in any given digital transaction cycle"

-Fortune: "[Meet Visa](#)"

03.

Brand Purpose

"Our mission of uplifting everyone everywhere and connecting buyers and sellers and connecting the world,"

"We've evolved the brand to represent what we are known for: acceptance and access and equality and inclusion"

- [Lynne Biggar](#), Visa CMO

Creative Strategy:

Visa's new branding has been simplified, and no longer has the sense of authority that was presented in its previous branding.



**MEET VISA.
A NETWORK
WORKING
FOR EVERYONE.**

Simplified

Logo is greatly simplified, which leads to greater recognizability, as the eye can easily scan and identify the logo. Using just one base colour in their new brandmark helps optimize their usage throughout different media.

No Wordmark

In 2019, Mastercard, also transitioned to a logo without a wordmark to function better in the mobile era and to pivot away from being a credit card company.

Accessible

The new brand symbol represents an equal sign, which Visa says is representative of their commitment to making commerce accessible to all.

Reliability

Uppercase lettering emphasizes strength, stability and reliability.

Optimized for Digital

To maximize efficient use of digital, Visa simplified their logo, refreshed their brand colours, created a brand symbol and custom font, and adjusted to just one base colour.

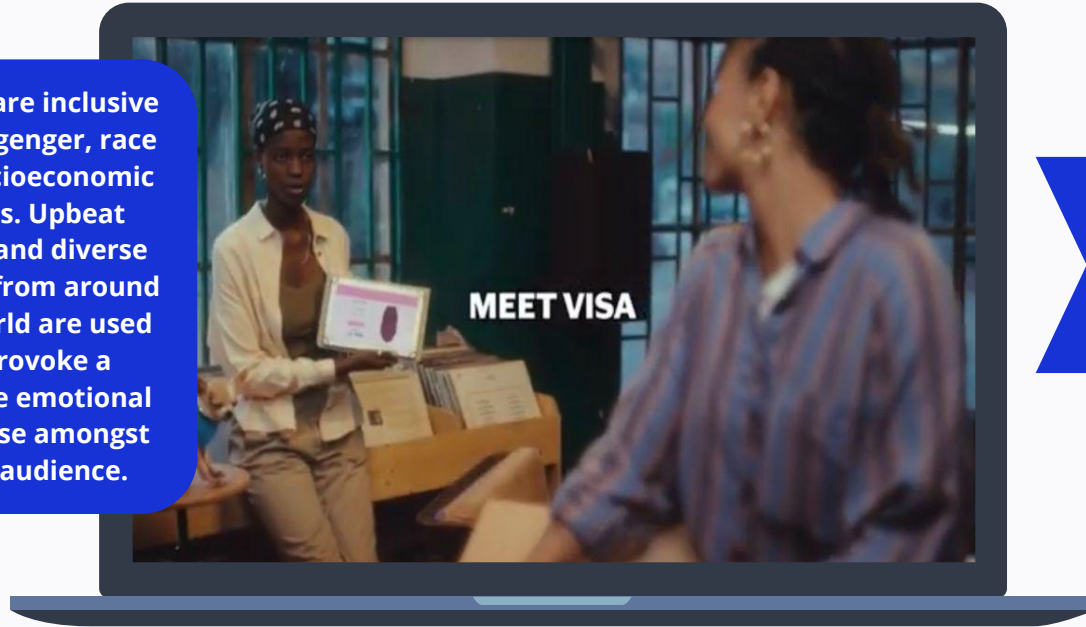
Approachable

The lighter blue, softer yellow, and friendly tone makes the brand feel more approachable, warm and human. By focusing on "everyone", the slogan feels inclusive and represents Visa's mission for access and equality for all.

Creative Strategy:

As part of the brand refresh, Visa tasked their agency partner, W+K, with a series of short films. The short film series celebrates the diversity of Visa's network through the profiles of real people whose lives have been improved through the commerce experiences Visa enables.

Videos are inclusive of age, gender, race and socioeconomic status. Upbeat music and diverse scenes from around the world are used to provoke a positive emotional response amongst their audience.



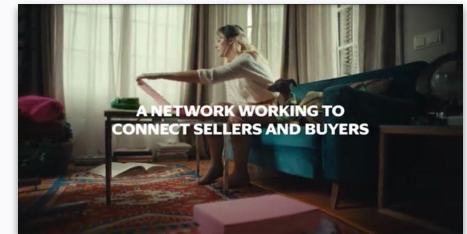
[Click to View](#)



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Launch Strategy:

Being a partner of the Olympics since 1986, Visa used the 2020 Tokyo Olympic Games to roll out their brand refresh. The first TV commercial debuted during the opening ceremony and ran throughout the 16-day long games.

Visa and other brands such as Coca-Cola, Airbnb, GE, Intel, Samsung, Procter & Gamble were estimated to spend \$3B in sponsorships for the Summer Games*.

VISA
Worldwide Sponsor



NBC 2020 Tokyo Olympics Viewership

Opening Ceremony	17M Viewers
Total TV Audience	150M Viewers
Broadcast Primetime	15.1M Viewers
NBCOlympics.com NBC Sports App Peacock	4.3B streaming minutes watched
All NBCU platforms	120B minutes of Olympic programming watched

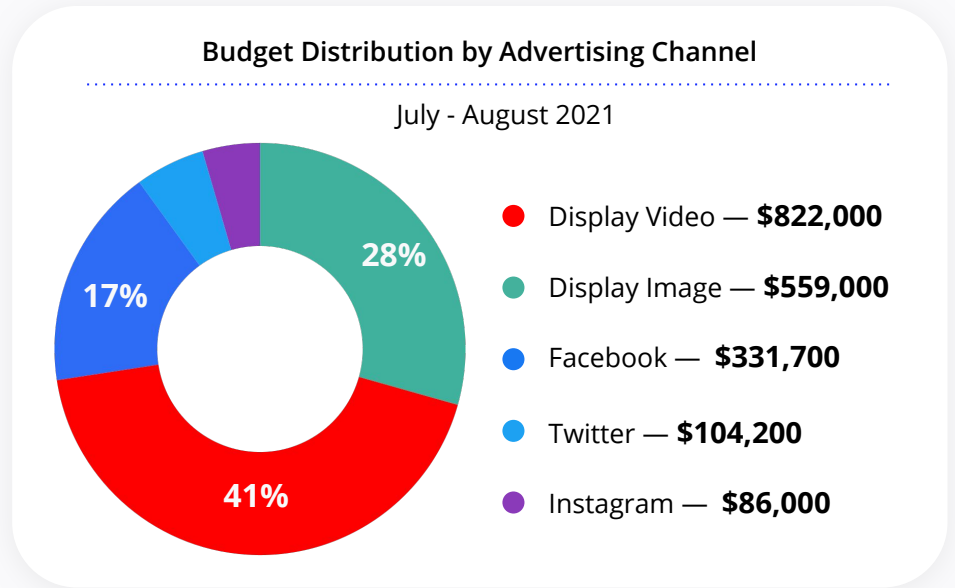
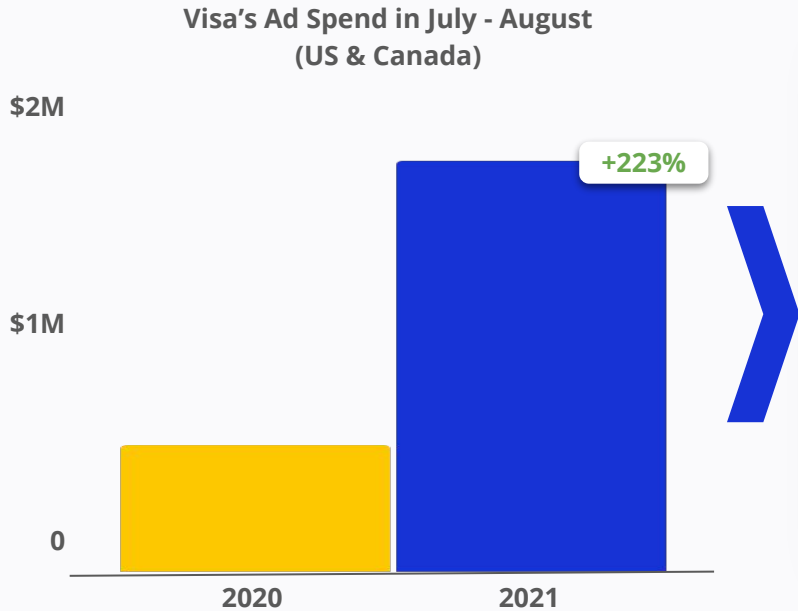
*Source: [Forbes](#)

Source: [Forbes](#)

Digital Campaign:

In addition to the Olympic partnership, Visa ran a multifaceted digital campaign that included display ads, desktop video ads, and social ads.

From July 2021 to August 2021, Visa increased their ad spend by +223% compared to the prior year.



Spend is in USD and is directional approximation and does not include retargeting, search or behavioural targeting.

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Digital Campaign:

Visa spent \$322K on **display video** ads to promote their “Meet Visa” short film series. The video ads resulted in over **+16.5M** impressions.



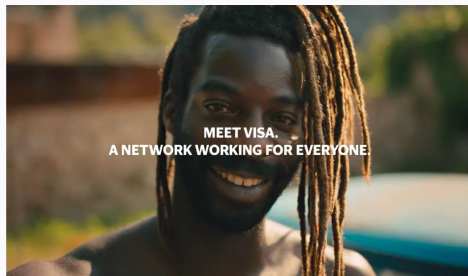
\$322,000



Total desktop video ad spend (Jul. '21 — Aug. '21) promoting “Meet Visa” short film series.

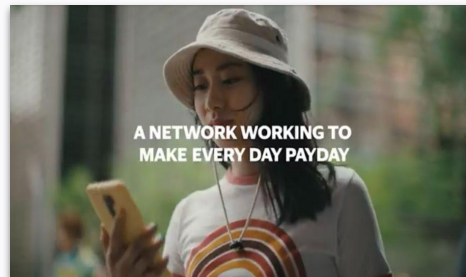
Videos appeared on YouTube (51%), Hulu (24%) and other sites (25%).

“Meet Visa”



Spend: **\$174K** | Impressions: **5.9M** | CPM: **\$18.24**

“Payday”



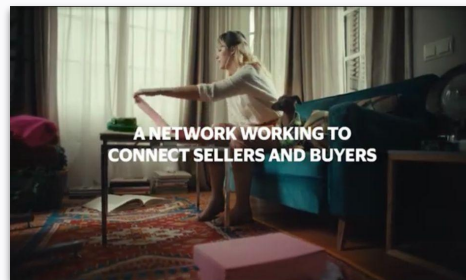
Spend: **\$52K** | Impressions: **4.8M** | CPM: **\$10.89**

“Making It”



Spend: **\$37.5K** | Impressions: **2.5M** | CPM: **\$15.24**

“Meet The Merchants”



Spend: **\$59K** | Impressions: **3.4M** | CPM: **\$17.44**

Digital Campaign:

27% of Visa's **display image** ad spend focused on the brand refresh creative. The top sites for these ads were nbcolympics.com, nfl.com and twitch.tv.



\$170,700

Total display ad spend (Jul. '21 — Aug. '21) promoting brand refresh creative

The screenshot shows a laptop screen displaying a news article from NBC Olympics. The article is titled "Begins" and discusses the closing of the 2020 Tokyo Olympic Games and the countdown to the 2022 Beijing Olympics. A large Visa advertisement is overlaid on the article. The ad features the text "A NETWORK WORKING FOR EVERYONE." and the Visa logo. A blue arrow points from the ad to a data box on the right.

Begin Record

The 2020 Tokyo Olympic Games closed on Sunday, officially beginning the countdown to the 2022 Beijing Olympics. With less than six months before the next games begin, the Winter Olympics are set to start on Feb. 4, 2022.

A NETWORK WORKING FOR EVERYONE. Meet Visa **VISA**

TOKYO OLYMPICS See all

TOKYO 2020

COVID-19 58 MINS AGO
Over 624K Coronavirus Tests Conducted for Athletes, Workers During Tokyo Olympics

TEAM USA 4 MINS AGO
Women Took Home the Majority of Medals for the U.S. in Tokyo

TRACK AND FIELD 1 HOUR AGO
10 Greatest Summer Olympic Upsets: Lamont

MEGAN RAPINDE 19 MINS AGO
How Did the Olympian Power Couples Perform in Tokyo?

Spend: **\$39.4K**
Impressions: **1.4M**
CPM: **\$28.96**

Digital Campaign:

On July 29, 2021, Visa launched an ad on **Twitter** featuring their “Meet Visa” video. The ad resulted in **+17.8M** impressions.



 **Visa** 
@Visa

You probably think Visa is a credit card company, huh? Get this, that name you see on everything, is actually more like a signature. It's a network working for everyone [#MeetVisa](#)



 **79** Retweets

 **88** Comments

 **417** Likes

Spend: **\$88.7K**
Impressions: **17.8M**
CPM: **\$4.98**

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Digital Campaign:

On **Instagram**, Visa ran two video post ads which generated in **+5.3M** impressions, **+145K** views and **+2K** engagements.

Ad creative targets a younger demographic by using vibrant, friendly colours, upbeat music and younger actors.



The ad features a man sitting on a stool with a ladder and easel in the background. In the foreground, a group of diverse young people are dancing joyfully. The text reads: "A NETWORK WORKING FOR EVERYONE".

visa_us • Follow

Meet Visa. A network working for everyone.

5w

cuzkenny44 Chick in the purple can get it👉👉

2w 4 likes Reply

View replies (3)

prettycoolpj Stop trying to be modern. The pandering from billion dollar globalist companies is cringy AF. In fact, just stop trying. You don't need to advertise. We know you exist. FFS.

128,081 views

AUGUST 4

Add a comment... Post

Spend: **\$42K** | Impressions: **5.2M** | CPM: **\$7.93**

[Click to View](#)

The ad features a group of young people dancing in a retro style. The text reads: "SHOPPERS BUY A LITTLE 1975 ONLINE".

visa_us • Follow

Meet Visa. A network that gets you closer to what you want online.

5w

adrienne3356 Awww❤️❤️❤️🔥

3w Reply

adrienne3356 Awww❤️❤️❤️🔥

3w Reply

hynson_h Beautiful

3w Reply

16,951 views

AUGUST 4

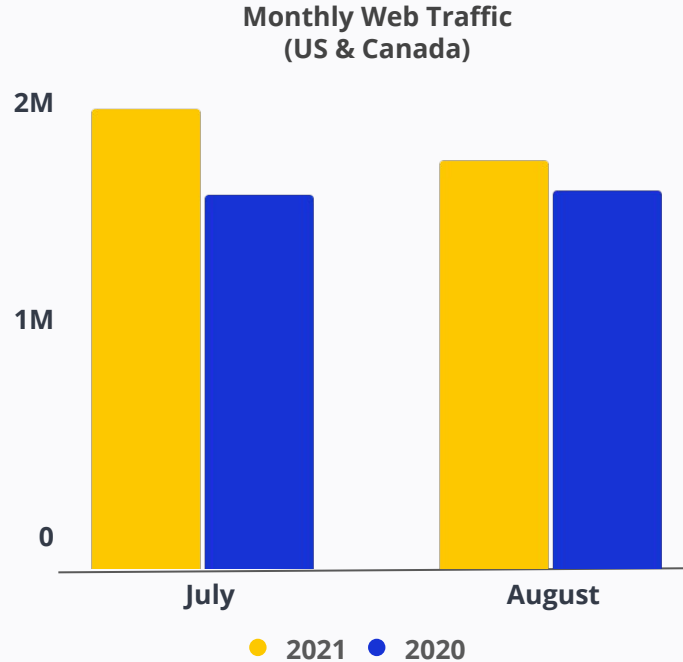
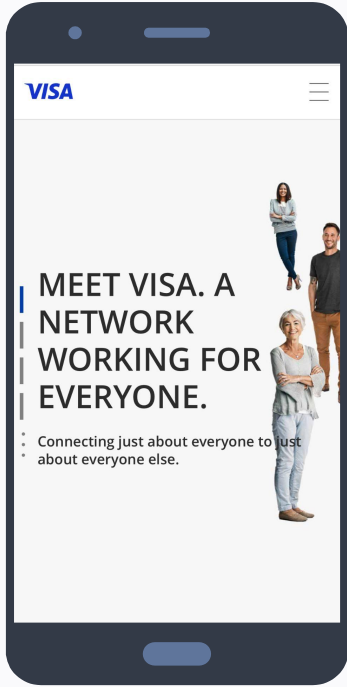
Add a comment... Post

Spend: **\$4.3K** | Impressions: **523K** | CPM: **\$7.92**

[Click to View](#)

Campaign Impact:

Visa's brand refresh campaign helped increase web traffic in July 2021 and August 2021 by **+31%** when compared to the same months in 2020.



% Change Web Traffic in 2021 YoY

July	+23%
August	+8%

Key Takeaways

In July 2021, Visa unveiled its latest brand refresh, including a new brandmark, brand symbol, brand identity, slogan, and a series of short films. Visa's goal was to reposition itself as a global network instead of just a credit card issuer, establish the brand in the fintech world, and share its brand purpose. The brand refresh increased web traffic by 31% YoY in July and August 2021 in Canada and the US.

Brand Refresh — Creative Strategy:

- **Optimized for Digital:** To maximize efficient use of digital, Visa simplified their logo, refreshed their brand colours, created a brand symbol and custom font, and adjusted to just one base colour. Simplifying the brand helps increase recognizability and usage throughout different media.
- **Brand Identity:** The new brand symbol represents Visa's brand purpose of making commerce accessible to all. The lighter blue, softer yellow, and friendly tone makes the brand feel more approachable, warm and human. In addition, by focusing on "everyone", the slogan feels inclusive and represents Visa's mission for access and equality for all.
- **Short Films:** Visa created a series of short films to share its brand purpose through the stories of people's lives made better by Visa. These videos position Visa as a global network, connecting the world through commerce.

Brand Refresh — Launch Strategy:

- **Toyko 2020 Olympics:** Visa, who has been an Olympic Partner since 1986, used the 2020 Tokyo Olympic Games to roll out their brand refresh. The first TV commercial debuted during the opening ceremony and ran throughout the 16-day long games.
- **Multifaceted Digital Campaign:** To promote the brand refresh, Visa ran a digital campaign that included display ads, desktop video ads, and social ads on Twitter and Instagram, increasing their digital ad spend by +223% in July 2021 - August 2021 (compared to same months in prior year). Visa promoted the short film series with desktop video ads which appeared mainly on YouTube (51%) and Hulu (24%). Desktop videos made up the majority of their ad spend (51%), followed by display ads (28%). In addition, Visa focused their brand refresh display ads on NBC's Olympic website, the NFL website and on twitch.tv.