

Visa Hong Kong

- **Date:** Ongoing
- **Mission**
 - Protect and promote Visa’s reputation and positioning.
 - Shape the business/regulatory environment in favour of Visa’s development.
 - Increase stakeholder awareness of Visa’s values through communication around technology, business and marketing programs.
- **Method**
 - Ensure PR, marketing and media buy is closely integrated and PR objectives relate to business objectives.
 - Support revenue building programs through strategic media relations e.g. tourism, Olympics, product development, marketing campaigns.
 - Issues management – proactive and reactive communications to protect reputation.
 - Separate communications channels for consumer, business and industry stakeholder audiences.
- **Measurement**
 - Ongoing dominance of industry Share of Voice in the market
 - Stable favourability ratings amongst local consumers.
 - Successful management of security issues with media and government.

