

THE CAMPAIGN WITH ITS FINGER ON THE PULSE OF SYDNEY

MasterCard Priceless Cities provides exclusive experiences to cardholders. As part of this global program, Priceless Sydney needed a more personal connection with the locals. So we gave Sydney a heart.

We used social media listening to hear what Sydney was talking about.

From this data we built The Pulse - a tool that aggregates these conversations in real time, showing what's happening in the city's heart. People could apply to win a prize but Sydney decides which one - according to what's trending in the Pulse. To influence the Pulse, people have to create social conversations about what they want to win, creating a cycle of sharing.

