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14 February 2025

Marcus

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**Your request for information under the Local Government Official Information and Meetings Act 1987
(LGOIMA) – CAS-1046629-B6Y5Y7**

Kia ora Marcus,

I refer to your request for official information dated 22 January 2025 regarding the Ways to Pay campaign.

The response below has been supplied by our Marketing Manager.

When it comes to using the brand marks of payment card service providers (Visa/Mastercard/American Express) who appear in the Ways to Pay campaign, were any of the payment providers directly involved in the campaign in any capacity, as opposed to say; just being able to use their brand marks as part of a standard payment provider relationship?

The payment providers were not involved in the creative development of the campaign. Our in-house creative team developed the campaign internally. We wanted to use real cards and devices from payment providers, so customers would recognise them. We then presented the concepts to the payment card service providers and invited them to be included in the campaign.

If so, which payment providers were involved and could you share a bit about their input?

The payment providers featured in the campaign were Visa, Amex, Mastercard, and UnionPay. Each provider supplied a physical card for use in photo shoots and provided their logo for inclusion in the creative materials.

Was any sign off or authorisation required by brand mark holders to launch the campaign featuring their logos or is it just a hand off, "follow these brand guidelines" type of process?

Each payment provider approved the key creatives featuring their card or logo. These creatives were then reformatted and resized for various channels, such as bus sides, and bus, train, and ferry posters.

How were the brand mark placements in the campaign designs decided on? For example; in one variation, Visa appears as a hand holding a physical card, Mastercard appears on an Apple Watch and Amex appears on a phone. I assume these variations were up to the designers discretion and are somewhat random but could you confirm that this is an accurate assumption?

We developed two creative variations featuring payment provider logos or cards displayed across smartphones, cards, and mobile phones as it was important to tailor the message across the various placements for the most effective messaging.



We endeavoured to mix this up however the provided logos or cards sometimes dictated their placement by the creative team. Ultimately, our main aim was to ensure that Aucklanders recognized the payment providers they regularly use and understood that these could be used on public transport as well as on different devices.

How many variations of the Ways to Pay designs are there, across the various print layouts?

We had two key variations of the main “ways to pay” creative which were used across multiple channels including posters on board buses, trains and ferries and in stations, on digital screens, billboards, street furniture, bus sides, social media and digital advertising. Headlines sometimes changed depending on the channel used, and we also had educational messages which featured card providers, for example hangers on buses, decals at stations and coreflute signage at bus stops.

Were there any payment providers that were considered for inclusion that didn't make it into the final campaign?

The payment providers used on the creative were the ones that were accepted for payment on public transport. They were UnionPay, Mastercard, Amex and Visa.

Does the Ways to Pay campaign have a set end date or will it run more or less indefinitely, at least until the existing AT HOP system is eventually replaced by Motu Move?

The campaign has finished however you may still see the occasional bus, poster, adhsel poster or billboard in market over February and March.

Should you believe that we have not dealt with your request appropriately, you are able to make a complaint to the Office of the Ombudsman in accordance with section 27(3) of the Act and seek an investigation and review regarding this matter.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Phil Wratt', is positioned below the text 'Yours sincerely,'.

Phil Wratt
Engagement Manager,
Customer Care