

Company: Mastercard, Miami, FL
Company Description: Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart, and accessible. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.
Nomination Category: Corporate Communications, Investor Relations, & Public Relations Categories
Nomination Sub Category: Communications Team of the Year
Nomination Title: Mastercard’s External Communications Team in LAC



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated team since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated team: its history and past performance (up to 200 words):

Total 200 words used.

The External Communications team in Latin America and the Caribbean (LAC) is a powerhouse of strategic communications and business impact. Based in Miami and supported by 20 professionals across three divisions, the team leads external communications efforts for 45 countries.

Given Mastercard’s unique business model and diverse objectives, the team focuses on two core areas: B2B Industry Communications and B2C Communications. They develop a cohesive strategy that cascades across markets, delivering integrated campaigns to safeguard the comany’s reputation, accelerate business growth, and strengthen brand visibility.

The team’s B2B strategy focuses on understanding industry challenges, consumer needs, and the push for a sustainable future.They enhance the company’s thought leadership through whitepapers, industry reports, and executive visibility, positioning Mastercard as a leader and innovator in the financial sector.

The B2C strategy drives brand affinity by tapping into passions like sports, music, and payment trends. Leveraging sponsorship assets and products like Touch Card and True Name, the team engages consumers through influencers and lifestyle media to keep Mastercard relevant and compelling.

The thought leadership strategy and the caliber of customer events orchestrated by the External Comms team are unparalleled within Mastercard, setting a high standard for engagement and influence across the region.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the team's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 240 words used.

The External Comms team has redefined communication excellence across B2B and B2C segments. Their data-driven, collaborative approach has elevated brand awareness, positioned them as a leader in innovation and financial inclusion, and secured industry-leading media coverage.

In the B2B realm, the strategic dissemination of Mastercard’s groundbreaking research "**[Financial Inclusion: Beyond Access](#)**" sparked critical industry conversations. The thought leadership plan following the release of the "**[Future of Remittances in Latin America](#)**" report generated over 60 articles, showcasing their commitment to understanding evolving landscapes.

Their PESO-based Media Program for the the **[13th Mastercard Innovation Forum](#)** prioritized quality over quantity, focusing on message alignment and long-term brand equity. This approach increased share of voice and positioned Mastercard at the forefront of innovation.

In the B2C space, the team works closely with other teams to amplify the brand's sponsorship assets. For the **2024 Latin GRAMMYs**, they launched a campaign around a bespoke musical piece celebrating self-love, featuring María Becerra and Elena Rose, amplified through a multi-channel strategy that included a high-impact influencer program and a media partnership with *Rolling Stone*. The campaign delivered 156 publications, 43% Top Tier, 36% on-target media, and 71.3M views.

At the **CONMEBOL Copa América USA 2024**, two immersive media and influencer programs—in NYC and Miami—showcased Mastercard’s tech leadership and fan-centric values. Through these programs, the team crafted a compelling story of gratitude and fan celebration, gaining 611 published articles (58% Top Tier Media) and 25.5 million reach.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's past performance (up to 250 words):

Total 238 words used.

What makes the achievements of External Communications team unique is their ability to deliver consistently high-impact results in one of the most complex, diverse, and dynamic regions in the world. Their relentless focus on measurable outcomes—combined with bold creativity, strategic precision, and deep business acumen—sets them apart not just within Mastercard, but across the industry.

The team has pushed the boundaries of storytelling, designing campaigns that go far beyond message delivery. Every initiative is crafted to resonate with distinct audiences—ranging from consumers and fintechs to banks, merchants, governments, and regulators—creating emotional, relevant, and effective communications. They don’t follow trends, they set them.

Their use of data and analytics to inform content, target channels, and optimize timing has translated into tangible results: increased media coverage, elevated brand perception, and superior engagement. Mastercard boasts a dominant SoV, exceeding leading competitors by 10 points across focus areas such as safety, security, innovation, and financial inclusion. Their positive media reputation consistently surpasses competitors, with exceptional media penetration in top-tier LAC outlets, exceeding targets by 11%.

What’s more, their model of inclusive, insight-driven communication is raising the bar within Mastercard itself. Few in-house teams globally can match this combination of strategic clarity, cultural sensitivity, and creative impact.

By balancing global consistency with local relevance, the External Comms team in LAC has not only elevated Mastercard’s position in the region—they’ve established a new benchmark for excellence in external communications across the financial services industry.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 100 words used.

The attached PDF includes more details and results from initiatives led by the External Communications team in LAC, including: the **[13th Innovation Forum](#)**—Latin America’s largest and most influential annual event on payment innovation—where the team played a key role in its organization. It also includes results from the dedicated **[Media Program for the Forum](#)**.

Additionally, you’ll find press releases and campaign reports for the **[CONMEBOL Copa América 2024](#)** and **[2024 Latin GRAMMYs sponsorships](#)**. The PDF also features outcomes from the release of Mastercard’s Financial Inclusion: Beyond Access study and the Future of Remittances in Latin America report, **among other initiatives**.

Attachments/Videos/Links:

[Mastercard’s External Communications Team in LAC](#)

[REDACTED FOR PUBLICATION]