

Mastercard® exclusive shopping offers for premium cardholders

Bulgaria, 2018



McCANN
SOFIA



Introduction

In the starting holiday season Mastercard® is proud to please its premium cardholders with exclusive luxury shopping offers.

In two simultaneously running campaigns, together with Delta Handel and MDL, our cardholders will access special proposals in the most preferred premium brands' shops across the country. While customers shop in style, their Mastercard® premium card will be the perfect accessory for added value experience.

Eligible cards

- Mastercard® Gold
- Mastercard® Platinum
- Mastercard® World
- Mastercard® World Elite



Note: All listed Mastercard premium cards are eligible for both promotions.

Delta Handel

Delta Handel is a leading fashion retailer, representative of the most beloved mass affluent premium brands in Bulgaria - Benetton, Sisley and Motivi. Reputable and internationally recognised, Delta Handel offers high quality products and excellent customer service.



Campaign period and mechanism



Duration:

From 17.12.2018 to 17.06.2018 or until prize fund is finished



Mechanism:

Every cardholder who pays contactless with his Mastercard® premium card for a minimum of 50 BGN in Delta Handel physical stores – Benetton, Sisley & Motivi, receives a scratch card and has a chance to win an instant prize on spot (different types of branded luxury accessory).



Participating stores:

All physical stores of Delta Handel in Bulgaria - Benetton, Sisley and Motivi shops.

Key visual

Headline:

Turn the trend into a classic

Body copy:

Your Mastercard® premium card is the perfect accessory for your style. Shop with Mastercard® Gold, Mastercard® Platinum, Mastercard® World or Mastercard® World Elite for at least 50 BGN at Benetton, Sisley & Motivi stores and you can receive an unique gift!

Learn more at mastercard.bg/premium

Exclusive. Premium, Priceless™.

Legal text:

In the period after 17.12.2018 everyone, who pays contactless for at least 50 BGN incl. VAT with Mastercard® Gold, Mastercard® Platinum, Mastercard® World or Mastercard® World Elite in the physical stores of Delta Handel - Benetton, Sisley & Motivi, has a chance to win a prize on the spot. Promotion is valid until prizes run out of stock. See the full terms and conditions at mastercard.bg/premium



Превърнете модерното в класика

Вашата премиум карта Mastercard® е идеалното допълнение към Вашия стил. Пазарувайте с Mastercard® Gold, Mastercard® Platinum, Mastercard® World или Mastercard® World Elite в магазините на Benetton, Sisley and Motivi за минимум 50 лв. и можете да спечелите уникален подарък.

Научете повече на mastercard.bg/premium

Ексклузивно. Премиум. Безценно™.



В периода след 17.12.2018 всеки, извършил безконтактно плащане на стойност минимум 50 лв. с ДДС с Mastercard® Gold, Mastercard® Platinum, Mastercard® World или Mastercard® World Elite във физическите магазини на „Делта Хандъл“ ЕООД - Benetton, Sisley & Motivi, има шанс за спечелване на награда на място. Важи до изчерпване на количествата на наградите. Пълните общи условия можете да видите на mastercard.bg/premium

Static banner

EBT:

Turn the trend into a classic

Button:

Learn more



Newsletter

EBT:

Turn the trend into a classic
Exclusive. Premium. **Priceless™**.

Your premium card Mastercard® is the perfect accessory for your style.

Pay contactless with Mastercard® Gold, Mastercard® Platinum, Mastercard® World or Mastercard® World Elite at the stores of Benetton, Sisley & Motivi for at least 50 BGN and receive a scratch card, which can get you unique prize.

If your scratch card is a winning one, you can pick your gift from the ones available at the store.

Take advantage of this priceless chance and make your shopping experience even more pleasant!

Legal text:

In the period after 17.12.2018 everyone who pays contactless for at least 50 BGN incl. VAT with Mastercard® Gold, Mastercard® Platinum, Mastercard® World or Mastercard® World Elite at the physical stores of Delta Handel - Benetton, Sisley & Motivi, has a chance to win a prize on the spot. Promotion is valid until prizes run out of stock. The full terms and conditions can be seen at [mastercard.bg/premium](https://www.mastercard.bg/premium)



Превърнете модерното в класика

Ексклузивно. Премиум. **Безценно™**.

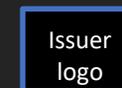
Вашата премиум карта Mastercard® е идеалното допълнение към Вашия стил.

Плащайте безконтактно с Mastercard® Gold, Mastercard® Platinum, Mastercard® World или Mastercard® World Elite в магазините на **Benetton, Sisley and Motivi** за минимум 50 лв. и вземете скреч карта, която може да Ви донесе уникален подарък.

Ако Вашата скреч карта е печеливша, може сами да изберете своя подарък от наличните артикули в магазина!

Възползвайте се от безценния шанс и направете пазаруването още по-приятно!

В периода след 17.12.2018 всеки, извършил безконтактно плащане на стойност минимум 50 лв. с ДДС с Mastercard® Gold, Mastercard® Platinum, Mastercard® World или Mastercard® World Elite във физическите магазини на „Делта Хандел“ ЕООД - Benetton, Sisley & Motivi, има шанс за спечелване на награда на място. Важи до изчерпване на количествата на наградите. Пълните общи условия можете да видите на [mastercard.bg/premium](https://www.mastercard.bg/premium)



Facebook post

EBT:

Post text:

Find the perfect accessory for your style with Mastercard!
Shop for over 50 lv. at the stores of Benetton, Sisley and Motivi, pay contactless with your premium Mastercard® and you can win unique prize on the spot. Make the shopping experience even more pleasant! See how at [mastercard.bg/premium](https://www.mastercard.bg/premium)

Visual: Turn the trend into a classic

Открийте идеалното допълнение към Вашия стил с Mastercard!
Пазарувайте за над 50 лв. в магазините на Benetton, Sisley и Motivi, плащайте безконтактно с Вашата премиум карта Mastercard® и може да спечелите уникален подарък още на място в магазина. Направете пазаруването още по-приятно! Вижте как на [mastercard.bg/premium](https://www.mastercard.bg/premium)



Превърнете модерното в класика

Issuer
logo



MDL

MDL is the biggest retailer and a franchise partner of one of the most famous and outstanding fashion companies worldwide. With more than 40 stores across the country, MDL is exclusive representative of premium brands such as Brunello Cucinelli, MaxMara, MAX&Co and many more.



Campaign period and mechanism



Duration:

From 14.12.2018 to 14.06.2018 or until prize fund is finished



Mechanism:

Every cardholder who pays contactless with Mastercard® premium card in any of MDL stores, receives a 10% discount from the total value of the purchase. Maximum amount of discount is 100 BGN.



Participating stores:

All physical stores of MDL in Bulgaria for following premium brands:

Brunello Cucinelli, DRESS CODE, Ermenegildo Zegna, Furla, Love Moschino, MaxMara, Marella, MAX&Co., Marina Rinaldi, Marc Cain, Palmers, Trend Box, Week&Shop MDL, MaxMara & Trend Box Outlet.

Key visual

Headline:

Find the style that fits your character

Body copy:

Your Mastercard® premium card is the perfect accessory for your style. Shop with Mastercard® Gold, Mastercard® Platinum, Mastercard® World or Mastercard® World Elite at the stores of MDL and get 10% discount on every purchase.

Learn more at mastercard.bg/premium

Premium. Exclusive. Priceless™.

Legal text:

In the period after 14.12.2018 everyone, who pays contactless with Mastercard® Gold, Mastercard® Platinum, Mastercard® World or Mastercard® World Elite at the physical stores of MDL, receives 10% discount. The maximum amount of the discount is 100 lv. The promotion is valid until the prize fund is exhausted. See the full terms and conditions at mastercard.bg/premium



Открийте стила,
който приляга на характера Ви.

Вашата премиум карта Mastercard® е идеалното допълнение към Вашия стил. Пазарувайте с Mastercard® Gold, Mastercard® Platinum, Mastercard® World или Mastercard® World Elite в магазините на MDL и вземете 10% отстъпка за всяка покупка.

Научете повече на mastercard.bg/premium

Ексклузивно. Премиум. Безценно™.



В периода след 17.12.2018 всеки, извършил безконтактно плащане с Mastercard® Gold, Mastercard® Platinum, Mastercard® World или Mastercard® World Elite във физическите магазини на MDL, получава 10% отстъпка. Максималният размер на отстъпката е до 100 лв. Важи до изчерпване на наградния фонд. Пълните общи условия можете да видите на mastercard.bg/premium

Static banner

EBT:

Find the style that fits your character

Button:

Learn more



Newsletter

EBT:

Find the style that fits your character
Exclusive. Premium. **Priceless™**.

Your Mastercard® premium card is the perfect accessory for your style.

Pay contactless with Mastercard® Gold, Mastercard® Platinum, Mastercard® World or Mastercard® World Elite in the stores of MDL and receive 10% discount on your purchase.

Take advantage of this priceless chance and make the shopping at Furla, MaxMara, Love Moschino, and many other shops more enjoyable and more exciting with your Mastercard! See the full list of participating stores [here](#) /link to landing page on Mastercard website/

Legal text:

In the period after 14.12.2018 everyone who pays contactless with Mastercard® Gold, Mastercard® Platinum, Mastercard® World or Mastercard® World Elite in the physical stores of MDL, gets 10% discount. The maximum amount of the discount is 100 lv. The promotion is valid until the prize fund is exhausted. See the full terms and conditions at [mastercard.bg/premium](https://www.mastercard.bg/premium)



Открийте стила,
който приляга на характера Ви

Ексклузивно. Премиум. **Безценно™**.

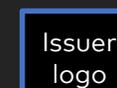
Вашата премиум карта Mastercard® е идеалното допълнение към Вашия стил.

Плащайте безконтактно с Mastercard® Gold, Mastercard® Platinum, Mastercard® World или Mastercard® World Elite в магазините на MDL и вземете веднага отстъпка от 10% от Вашата покупка.

Възползвайте се от безценния шанс и направете пазаруването в магазините на Furla, MaxMara, Love Moschino и още много други по-приятно и по-вълнуващо с Вашата Mastercard®!

Вижте целия списък на участващите магазини [ТУК](#).

В периода след 17.12.2018 всеки, извършил безконтактно плащане с Mastercard® Gold, Mastercard® Platinum, Mastercard® World или Mastercard® World Elite във физическите магазини на MDL, получава 10% отстъпка. Максималният размер на отстъпката е до 100 лв. Важи до изчерпване на наградния фонд. Пълните общи условия можете да видите на [mastercard.bg/premium](https://www.mastercard.bg/premium)



FB post

EBT:

Post text:

Make the shopping experience even more pleasant with Mastercard! Pay contactless with your premium card Mastercard at the stores of MDL and get 10% discount on every purchase. Find the perfect accessory for your style - learn how at mastercard.bg/premium

Visual: Find the style that fits your character

Направете шопинга още по-приятен с Mastercard! Плащайте безконтактно с Вашата премиум карта Mastercard в магазините на MDL и вземете 10 % отстъпка от всяка покупка. Открийте идеалното допълнение към Вашия стил - научете как на mastercard.bg/premium



Открийте стила,
който приляга на характера Ви

Issuer
logo



How to request materials

- I. Choose the materials suitable for you.
- II. Contact the agency with specifications of the needed materials.
- III. You will receive the ready materials within 3-5 working days.

Contacts:

Simona Stoyanova
/Account Executive/ McCann Sofia
simona_Stoyanova@mccann.bg
M +359 889 117 738

Keep in CC:

Dilyana Dragomirova
/Client Service Director/ McCann Sofia
dilyana_dragomirova@mccann.bg
M +359 884 890 107

Desislava Arnaudova
/Account Manager/ McCann Sofia
desislava_arnaudova@mccann.bg
M +359 888 990 076

Ivana Kozlicic
/Marketing Director, Balkan Region/ Mastercard
Ivana.Kozlicic@mastercard.com

Thank You!