
MASTERCARD'S "PRICELESS" CAMPAIGN BEING BROUGHT TO LIFE IN MAJOR CITIES OF THE WORLD



MasterCard Worldwide

MasterCard Worldwide is expanding its efforts to bring its long-running "Priceless" advertising campaign to life. For several years, MasterCard has been augmenting the campaign's brand-burnishing efforts with tactical advertising that offers cardholders what are deemed "priceless" experiences through sweepstakes and other promotions. Now, those initiatives are going to be joined by offers of special experiences in major cities around the world, to be called Priceless Cities. Read the full article here: [Media Decoder: MasterCard Brings 'Priceless' to a Pricey Place](#)

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