

# Mastercard, Digitata launch gamification campaign on benefits of Masterpass

To educate South Africans on the benefits of making safe, secure and fast payments with Masterpass, Mastercard, in collaboration with Digitata Insights has launched a gamification campaign.



123RF

The interactive game, 'The Masterpass Race' shows South African consumers the benefits of Masterpass across digital payments channels including airtime top-up, online purchases, bill payments and in-store payments. It also demonstrates the security features, convenience and ease of use people will find in Masterpass, including that they can pay with a smart app on their smartphones and leave their physical wallets at home.

To participate, subscribers had to dial a USSD short code. Players earned points for by answering questions relating to information supplied in the game about mobile and cashless payments and Masterpass and completed actions such as downloading and using the Masterpass app. Accumulating points got players to the next level of the game and points could be converted into airtime.

Digitata Insights developed the USSD-based gamification service using the company's MeMe measurable mobile media platform.

To ensure the broadest reach, Digitata Insights partnered with South Africa's two largest network operators, gaining access to millions of potential customers. The results from the campaign were impressive: more than 398,595 people started the race and some 153,000 reached the finishing line by completing all 17 levels in the game.

For more, visit: <https://www.bizcommunity.com>