



HOW VISA MAKES FAST, WELL-INFORMED DECISIONS USING OUR QUICK-TURNAROUND REPUTATION RESEARCH

CASE STUDY

Fighting to balance proactive and reactive tactics in a high-pressure environment for brands

Visa’s communications team must balance proactive tactics for getting their narrative into the world — for example, sponsoring the Olympics and Paralympics — with responsive strategy, such as defining the institution’s posture toward cryptocurrency.

Maintaining this balance is tricky, because brands today experience more pressure to respond to current events and greater exposure to public critique on social media. When should Visa address current events, and how? What qualifies as a crisis for the brand that merits a response, and what doesn’t? Visa’s leadership needed better discernment to answer these questions.

Designing strategic communications around better insights

Morning Consult serves as a proactive partner who actively searches for ways that Visa can strengthen its reputation among critical audiences — ultimately to impact the bottom line. The company’s communications leaders can build brand reputation metrics organically while preserving their attention for the current events that matter most to core audiences.

MEET VISA

As a payments technology company, Visa sits squarely in financial services. But as the institution handling about half of all bankcard payments, Visa touches nearly every industry and government in the world.

About Visa

Industry:	Financial Services
Company Size:	21,000+
Product:	Syndicated and Custom Research

Let’s talk about how our reputation research can empower your executives to make well-informed decisions in the heat of the moment.

LET’S TALK

Through our partnership, Visa receives:

PULSE CHECKS ON RESPONDING TO NEGATIVE PRESS IN TWO DAYS (OR LESS)

Visa needs to know how its audience perceives the company's press almost as soon as the story hits. Within 24 hours, our syndicated tracking can surface the immediate impact on reputation metrics among these audiences, while our custom research can delve deeper into exactly how consumers' views of Visa are changing.

Through Morning Consult Intelligence, we helped Visa decide not to respond to a particular cycle of negative press. As communications leader Paul Cohen put it, "Being able to present that data to the management team along with a recommendation to continue to focus on our proactive narrative was hugely impactful. It puts the executives at ease."

CUSTOM TRACKERS TO MONITOR PUBLIC OPINION ON RELEVANT ISSUES

Given Visa's global scope, the communications team requires regular updates on how key audiences perceive current events as they unfold. To help them arrive quickly at "what matters," we built a set of custom trackers to measure how core audiences experience, perceive and remember particular issues.

We flag for Visa when certain issues would be worth addressing as a company; what should be addressed by executive leadership and what can be delegated; and when to release a short-term response or build an intentional, long-term strategy.

COMPLEX RESEARCH DISTILLED INTO INSIGHTFUL, ACTIONABLE REPORTS

Our platform presents complex research in a way that team members can easily navigate and digest, without getting bogged down by overly complex visuals that obscure the key findings.

As Cohen described, "When that data comes back, it is insightful. It's actionable. It's presented in a clear and compelling way, and that helps us make more informed decisions."

A PROACTIVE PARTNER IN STRENGTHENING THE BUSINESS

Morning Consult processes 7 trillion unique data points every day, and we keep an eye out for research that's relevant to Visa and its core customers. "They seek us out and are actively thinking about our business even when we're not engaged in Visa-specific research," said Cohen. It shows that they're looking out for us."

Let's talk about how Morning Consult Intelligence can help you impact your organization's bottom line — not just its public story.

LET'S TALK ▶

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