

Visa's Money is Changing 2019 Campaign is Real Talk from Real Women

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Money is Changing is the latest articulation of how Visa is committed to supporting women through inspirational and tangible tools and resources that help make money work for them

If 2018 taught us anything, it was that women are using conversation to break gender norms and tackle taboo topics. Today, Visa (NYSE: V) announced the return of its popular social and digital series, [Money is Changing](#). Phase two of Money is Changing builds on the insights gathered from millennial women about the changing dynamic between women and money by featuring real stories of women who are forging change when it comes to their finances. Whether demanding equal pay in Hollywood or on the soccer field, or bringing their passions to Main Street America, the Money is Changing campaign provides the tools, vocabulary and platforms to help Millennial women make their money work for them.

"Visa has long been committed to fostering an environment that enables women to thrive and challenge the status quo. That commitment comes to life in many ways, both inside and outside our workplace," said Mary Ann Reilly, senior vice president, North America Marketing, Visa. "There is no better way to show that commitment than to highlight real stories of women who are gaining financial power and shifting cultural dynamics around money."

Inspiring Action

Throughout this year's campaign, Visa will feature a diverse spectrum of women and highlight the practical steps they have taken to challenge existing money taboos and help create a more inclusive and equal future.

- **The Cost:** Visa will introduce, "[The Cost](#)," a digital ad featuring moments throughout a woman's life when she chose to avoid talking about money, even when it was to her detriment. As viewers watch, they'll see the literal cost of her silence add up.
- **How I Changed It:** Visa is starting the "How I Changed It" content series which will feature authentic stories of financial empowerment, 'side hustles' and shattered glass ceilings. This series will be a source of inspiration, and offer a platform for others to share and become arbiters for change.
- **Motivating Stories:** Visa will debut a digital ad during film award season featuring female designers, directors, producers and activists who will share personal stories of how they changed their financial circumstances by speaking up. The spot was directed by Gia Coppola; [view ad here](#).

The Power of Women

As part of its ongoing commitment to providing women with the tools and resources they need to be successful, Visa also has launched a global initiative – [She's Next. Empowered by Visa](#) – to support female small business owners as they build, sustain and advance their businesses. She's Next teamed up with the [Female Founder Collective](#), a network of businesses led by women, supporting women. The Female Founder Collective seal helps raise awareness and inform consumers that certain businesses are female-owned and operated.

At February's [New York Fashion Week \(NYFW\): The Shows](#), Visa, the Official Payment Technology Partner, featured contactless vending machines with limited edition products from female-owned brands, with 100% of the purchase price of products sold from each vending machine supporting a specific female-based cause so consumers were able to shop with purpose in support of [Girls Inc.](#), [Girls Who Code](#), and [Dress for Success](#), respectively. Visa also hosted a panel titled, "How We Changed It," a discussion with four female disruptors who are inspiring the next generation of women, including Alli Webb, Founder of Drybar, Yael Aflalo, CEO & Founder of Reformation, Michelle Smith, Creative Director and Founder of Milly and Heather Philp, SVP Credit Card Products Management, Wells Fargo.

"Promoting inclusivity and equality through partnerships and strategic business initiatives are just some of the latest ways that Visa is putting talk into action," continued Reilly. "This work is never done, it is core to our business to constantly track, evaluate and measure."

For more information about Visa's Diversity & Inclusion please visit: www.visa.com/diversity.

About Visa Inc.

Visa Inc. (NYSE: V) is the world's leader in digital payments. Our mission is to connect the world through the most innovative, reliable and secure payment network - enabling individuals, businesses and economies to thrive. Our advanced global processing network, VisaNet, provides secure and reliable payments around the world, and is capable of handling more than 65,000 transaction messages a second. The company's relentless focus on innovation is a catalyst for the rapid growth of connected commerce on any device, and a driving force behind the dream of a cashless future for everyone, everywhere. As the world moves from analog to digital, Visa is applying our brand, products, people, network and scale to reshape the future of commerce. For more information, visit [About Visa](#), <https://usa.visa.com/visa-everywhere/blog.html> and [@VisaNews](#).

About Female Founder Collective

The Female Founder Collective is a network of businesses led by women, supporting women. Its mission is to enable and empower female owned and led businesses to positively impact communities, both socially and economically. The Female Founder Collective seal allows more women to know what companies they can support in order to support each other. Real change can happen in the world when women work together on behalf of all women. For more information on the FFC and how to join, visit www.femalefoundercollective.com Follow along via [Instagram](#), [Facebook](#) and [LinkedIn](#).

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