

Media

The Marketing and Communications Newspaper for Asia

[CURRENT ISSUE](#)

[CAREERS](#)

[EVENTS](#)

[SUPPLEMENTS](#)

[SUBSCRIBE](#)

[ARCHIVE](#)

[ABOUT US](#)

09 November 2006

SEARCH

- [Logout of Media](#)
- [Change password](#)

THIS WEEK



The virtual world of Second Life



'Google must concentrate on making money on acquisitions'



Tan eyes first place for UPS as Olympics near



asia's top five financial draws

Visa hunts for BTL partners in China

21 October 2005



'Honeymoon'...first local TV spot

Paull, who dubbed it a significant move for China and Visa. "Visa's marketing in China is becoming more sophisticated; it wants a long-term BTL partner over short-term arrangements."

Multinational agencies such as Publicis Dialog, ICLP and 141 -- as well as local and hybrid local and foreign shops have been invited to present their credentials. Marie Cheng, Visa's marketing director for Greater China, the Philippines and Guam, will lead the review.

As a largely cash-based society, China offers immense growth potential for Visa, which is expected to spend as much on BTL as it does on ATL in the coming years. The hunt for BTL partners follows the launch of Visa's first locally-developed TVC, 'Honeymoon' by BBDO CNUAC this year. The spot positions Visa as a reliable brand to demonstrate acceptance when a consumer travels to a magical destination.

[< Back](#)

[HOME](#) | [CURRENT ISSUE](#) | [CAREERS](#) | [EVENTS](#) | [SUPPLEMENTS](#)
[SUBSCRIBE](#) | [ARCHIVE](#) | [ABOUT US](#)

©Haymarket Business Publications Limited, 2003
[Terms & Conditions](#) | [Privacy Statement](#)

[PRINT EDITION](#)

Subscribe today

[BRAND REPUBLIC JO](#)

All the latest industry jobs online

[FIRSTVIEW](#)

Media

[DIRECTORIES](#)

Contact
The Asia-Pacific Public Relations Directory 2006
Media

Brand Republic