

## PayPal Brand Campaign Puts People Back in Charge of Their Money

### First Global Campaign in PayPal's History

SAN JOSE, Calif.--PayPal, one of the world's largest and leading payment companies, brings a unique understanding of how people think about and use money to the launch of its first-ever global brand campaign.

The key insight underscoring the campaign is that people are now more empowered than ever before – to create new ways to connect, pay and transact on their terms. PayPal is leading this movement by making it easier, more secure and more intuitive for people to pay – wherever and whenever they want.

The global brand campaign “Powering The People Economy,” was developed by [Havas Worldwide](#) and will reach across television, print, digital, out of home, experiential, in-store and social channels. Television spots will first appear in Germany, the United Kingdom, Australia and the United States.

“PayPal has an opportunity and responsibility to help people take control of their money and use it in any way they want, through seamless and delightful experiences,” said [David Marcus](#), PayPal's president. “Powering The People Economy is a recognition of what our customers should expect and demand from us – secure, easy and convenient payment experiences that get out of the way and get them closer to what they want.”

“PayPal believes in a world that works for people, rather than the other way around,” said PayPal's vice president of global brand, [Christina Smedley](#). “Through our products, we are making life better in tangible, practical and magical ways and building a world that makes every day easier and simpler for everyone. The essence behind this new campaign puts people, not institutions, first.”

“Our goal was to give a contemporary, human and populist voice to a brand that does amazing things for everyday people. Rather than describe simple benefits, we focused on the perspective of what does PayPal do for people as a whole – how the brand is challenging and changing the status quo. Powering The People Economy came as a natural extension of that thought,” said Matt Weiss, global chief marketing officer for Havas Worldwide.

With a focus on building an active, global comprehension of PayPal, television ads will air on major networks in a variety of programming in each market, along with print and digital media throughout the summer and into the fall of 2014.

The new campaign extends beyond marketing and features a new brand identity and updated PayPal logo designed by [fuseproject](#) that features a more modern and mobile-first appearance. The new identity will begin appearing on products, marketing communications and collateral and PayPal's various online channels including [PayPal.com](#), [PayPal-Forward.com](#) and its social media channels.

For a look at one of the new TV spots, please visit <http://bit.ly/PPEvideo> and for more information, visit: <http://bit.ly/PPFbrand>

#### About PayPal

At PayPal, we put people at the center of everything we do. Founded in 1998, we continue to be at the forefront of the digital payments revolution, giving people direct control over their money. Through our innovations, we make life better for our over 148 million active accounts in 26 currencies and across 193 markets, processing more than 9 million payments daily. An eBay Inc. (NASDAQ: EBAY) company, PayPal is the faster, safer way to pay and get paid. The service gives people simpler ways to send money without sharing financial information, and with the flexibility to pay using their account balances, bank accounts or credit cards.

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