

PayPal Reveals Vision for the Future of Money

“There’s a ‘New Money’ in Town” Commercial to Air During Super Bowl® 50 Launches Global Campaign

SAN JOSE, Calif.--PayPal Holdings Inc. (Nasdaq:PYPL) today revealed its first major brand campaign as an independent company with a [45-second commercial](#) that will air during the first quarter of Super Bowl® 50. This will mark the first time the global digital commerce leader has advertised during television’s most-watched event.

The new global campaign, called “New Money” will show how PayPal can make people’s lives easier by helping them move and manage money securely and more efficiently.

“We are in a period of transformation – how people shop; how merchants sell; how people interact with the financial system; the very nature of money itself is changing,” said Dan Schulman, President and CEO of PayPal. “New Money is a celebration about the ways technology can help expand and improve financial participation and financial health for billions of people worldwide. We want to reimagine money -- enabling new ways for people to securely and affordably manage, move and spend their money.”

Titled “[There’s a ‘New Money’ in Town](#),” the ad brings the “New Money” transformation to life through a high-energy, stylized feel that puts a focus on inclusivity and all the ways PayPal can make people’s lives better when it comes to their money. The spot’s soundtrack features Demi Lovato’s hit song “Confident.”

“Money is personal – each and every one of us has a unique story that informs how we approach the financial system and manage our money,” said Greg Fisher, PayPal’s Vice President of Global Brand Marketing. “Our spot is unlike anything seen before from a financial technology company and indicates just how significant the change in money will be to people’s lives. As a trusted digital wallet brand, PayPal is uniquely positioned to introduce the world to our vision of the future of money through this new ad at this historic, local event where a global audience will be tuning in.”

The commercial was created by PayPal’s global agency of record CP+B LA and directed by NABIL, known for his work with many musical artists.


“I loved the idea. I use PayPal all the time, whether I’m buying Wi-Fi on my flights or purchasing camera equipment,” noted NABIL. “And being involved in a global campaign that gives a direct insight into how useful the product is, a product that is an actual part of my life, for me this is a win-win.”

“There’s a ‘New Money’ in Town” will be supported on PayPal’s social channels during the game through Twitter trivia with celebrity guest host Erin Andrews, FOX Sports broadcaster and co-host of ABC’s Dancing with the Stars. Beginning immediately following the airing of the commercial during the first quarter, fans who correctly answer trivia questions from the PayPal Twitter account (@PayPal) have the chance to win \$500. There will be a new question and winner each quarter.

“New Money” will be supported across a national paid media plan including TV, OOH and digital as well as social, PR and experiential activations and will extend throughout PayPal’s global markets throughout 2016.

About PayPal

At PayPal (Nasdaq:PYPL), 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. In 2015, 28% of the 4.9 billion payments we processed were made on a mobile device. PayPal gives people better ways to connect to their money and to each other, helping them safely access and move their money and offering a choice of how they would like to pay or be paid. With our 179 million active customer accounts, we have created an open and secure payments ecosystem that people and businesses choose to securely transact with each other online, in stores and on mobile devices. PayPal is a truly global payments platform that is available to people in more than 200 markets, allowing customers to get paid in more than 100 currencies, withdraw funds to their bank accounts in 57 currencies and hold balances in their PayPal accounts in 26 currencies. For more information on PayPal, visit <https://about.paypal-corp.com>. For PYPL financial information, visit <https://investor.paypal-corp.com>.

Additional assets available online:  [Photos \(3\)](#)

<https://newsroom.uk.paypal-corp.com/2016-02-04-PayPal-Reveals-Vision-for-the-Future-of-Money>