

FINANCIAL SERVICES

Luxury Card spotlights services in national US spot

June 20, 2018



Luxury Card works with Ian Walsh for new spot.

By STAFF REPORTS

Premium card provider Luxury Card is demonstrating the convenience of its Mastercard Gold Card in a television spot with a professional athlete.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Pro surfer Ian Walsh is the face of Luxury Card's new ad that shows his card going along with him from "the oceans to the mountain." Appealing to both adventure seekers and luxury consumers, Luxury Card is emphasizing its personalization and rewards.

"We are privileged to be able to call Ian Walsh our cardholder and ambassador," said Marina Kissam, vice president of customer experience at Luxury Card, in a statement. "His lifestyle reflects our customers they are dedicated to their pursuits.

"As such, they're busy, they travel around the world and they expect quality service, value and peace of mind from Luxury Card, which allows them to focus on what matters most to them," she said.

Touting luxury services

Luxury Card offers 2 percent redemption rates with airfare and cashback as well as benefits for staying luxury hotels such as The Ritz-Carlton, Mandarin Oriental and The Peninsula that it says are equal to \$500 as part of its Mastercard Gold Card.

The card also offers \$200 annual airline credit, \$100 TSA Pre-Check application credit and Priority Pass' unlimited complimentary global airport lounge access, all touted by the ad.

A 15-second and 30-second version of the minute-long advertisement will also run on select networks.

The spot features Mr. Walsh talking about the card while riding the waves and the mountain. Luxury Card's ad was shot at Jackson Hole, WY and Maui, HI, the surfer's home.

"I am constantly juggling my professional career and family responsibilities, like anyone else," Mr. Walsh says in the ad. "I always have my Mastercard Gold Card on me because its global concierge team is there 24/7 to keep my life in

order."

Luxury Card's new spot

Mastercard has been working to beef up its luxury offerings. For instance, the card company recently worked with department store chain Saks Fifth Avenue helping to usher in a futuristic payment solution using augmented reality.

The financial service worked with Osterhout Design Group and Qualcomm Technologies to develop an AR payment program concept with Saks. The solution allows for shoppers to gain greater insight on products and recommendation but will also authorize payments through eyeball scanning ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.