

## MORE LUXURY LOOS, NOW FOR MEMBERS ONLY

 WORK & LIFESTYLE

It's one thing to offer [luxury portable toilets](#) for hire at private events, the way Igloo does. For a company like [Visa](#) to sponsor similar upscale conveniences as a privilege for its customer members, however, is quite another matter. Yet that's just what Visa did this summer at San Francisco's [Outside Lands](#) music and arts festival, where it set up a VIP Signature Lounge reserved exclusively for the use of its cardholders. Those in possession of a Visa Signature card could gain access to private luxury restrooms a far cry above the porta-potties provided for the masses, along with a private bar and a free blanket gift for visiting the lounge. For entry, cardholders had simply to present their Visa Signature card, their ID and any valid festival ticket. In addition to [sympvertising](#)—infusing one's advertising with a dash of sympathy for consumers' current plight—Visa's effort provides a nice illustration of what our sister site [trendwatching.com](#) would call a [brand butler](#) offering, giving consumers some free but relevant assistance (branded, of course) to make their lives easier. Whether it's a luxury loo or [laundry service at a festival](#), consumers today are more likely to accept help from your brand than they are to listen to your ads. So put your money where your customers are, in their real-world lives, and give them a hand! They might just repay your kindness sometime. 😊 Spotted by: Sarah Browne

22nd September 2008

Website: [www.visa.com/signature](http://www.visa.com/signature)

Contact: <https://corporate.visa.com/ut/contactus.jsp>