



CASE AMERICAN EXPRESS

Customer

American Express

Marketing goals

- › Brand awareness
- › Traffic to the website

Photoflyer type

- › Mini Photoflyer with unique code

Concept

The mini flyer is a personal credit card and fits neatly into a wallet. There is a unique code on the credit card which the holder uses to log in via the website and have the chance to obtain discounts on various products offered by AMEX.

Result

This campaign can be measured by the number of people logging in to check their code via the website.

