



KERN | AMERICAN EXPRESS

PLATINUM BRANDING RFP SUBMISSION

OCTOBER 2016



THE ASK

PLATINUM 2.0

THE ASK

REFRESH THE VISUAL IDENTITY FROM MARCH 2015 (A 2.0 THAT WORKS IN TANDEM WITH 1.0)

- Two high-level design concepts
- Build with digital first and then unpack for other traditional channels
- Include samples of site, mobile app, email, direct mail
- High-level brand design / treatment
- Channels: direct mail, email, site

THE ASK

MARKETING OBJECTIVES

Remain luxurious, esteemed, and with an unmatched modern experience, but also introduce an unexpected, epic lifestyle our Card Members crave.

Be a silent disrupter.

Bring campaign to life with big, bold, beautiful images and craft copy that illustrates that the Platinum Card provides access, exclusivity, and one-of-a-kind experiences, while also helping with smaller lifetime experiences.

Make the most of your Membership.

Learn more about all the valuable benefits of your Platinum Card by visiting americanexpress.com/Platinum.

Review some of the valuable benefits of your Platinum Card.
Review some of the valuable benefits of your Platinum Card.

By Invitation Only®

Iconic events. Indulgent experiences.

Explore Events

Make the most of your Membership.

Take a closer look at some of your Platinum Card® benefits.

Because we value your Platinum Membership, we wanted to remind you of the extraordinary access and preferred status available to you. For your convenience, we have noted those benefits that require enrollment in the list below. We thank you for your Membership, and hope you enjoy rediscovering all that your Platinum Card offers you.

\$200 Airline Fee Credit*

Selected Airline:
Southwest Airlines and AirTran Airways

Thanksgiving Celebration in New York City

November 24 & 25, 2016
New York, NY
\$1,500 per person

Take in astounding views of the iconic landmarks. Or, if you enjoy a brunch celebration above Columbus Circle, Delight in a prix fixe dinner at one of

AUDIENCE

PLATINUM CARD MEMBER INSIGHTS

- Travel is the major life event influencing the decision for Platinum CMs to get their Card
- Travel benefits, prestige, and rich welcome offers are the primary reasons Platinum CMs get their Card
- CMs have worked hard and take great pride in their accomplishments
- They have a strong need to upgrade, reinvent themselves, and feel fulfilled
- Savvy with routine purchases, giving them the confidence to indulge in leisure moments
- Integrity and service are valued in the brands they choose to support
- Cherish time to themselves and with loved ones—this is a luxury to them
- Ready to give their business to brands that express and acknowledge their relationship and return value
- Strong opinions about what is worth their time
- Struggle with overwhelming choices and limited time

FJORD'S (ACCENTURE INTERACTIVE) MONEY MINDSET SEGMENTS

EXPERIENCERS

- Lifestyle comes first
- Resilient with finances
- Convenience is highly valued

EXPLORERS

- Quality of life defines success
- Seek financial independence
- Value support and resources

[Click here](#) for the full report

A dramatic silhouette photograph of two climbers on a rugged mountain peak at sunset. One climber is in the foreground, reaching up towards the other who is further up the rock face. The sky is a deep orange and yellow, with distant mountains visible in the background.

THE COMPETITION

LOOK IN FROM THE OUTSIDE



CHASE SAPPHIRE RESERVESM

INTRODUCING CHASE SAPPHIRE RESERVESM 100,000 BONUS POINTS

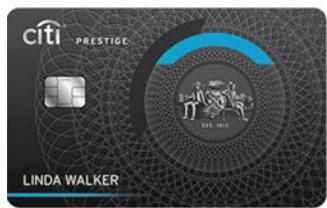
after you spend \$4,000 on purchases in the first 3 months from account opening* — that's \$1,500 toward travel when you redeem through Chase Ultimate Rewards®.

\$450 Annual Fee!

[APPLY NOW](#)

*Offer Details | [Pricing & Terms](#)

\$300 ANNUAL TRAVEL CREDIT	3X POINTS	50% MORE IN TRAVEL REDEMPTION	ELITE TRAVEL BENEFITS	24/7 ACCESS
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Let someone else have
the front row.
You're going backstage.

Enjoy exclusive global access with the Citi Prestige™ Card.

Speak with a Citigold Relationship Manager today.

citi

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For others,
getting the best seats
can be a sticky wicket.

Enjoy exclusive global access with the Citi Prestige™ Card.

Speak with a Citigold Relationship Manager today.

citi

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THE RITZ-CARLTON REWARDS

APPLY NOW >

Or call 1-800-XXX-XXXX
[Offer Details](#) | [Privacy & Terms](#)

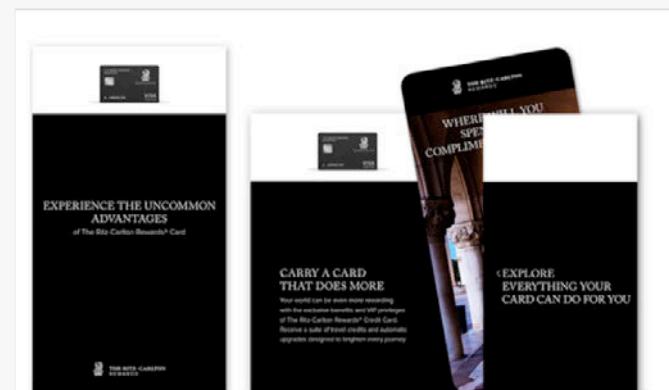
TWO FREE NIGHTS

Receive your complimentary nights at any Tier 1-4 Ritz-Carlton® hotel worldwide after you spend \$3,000 on purchases in the first 3 months from opening an account.*

* The two-night bonus offer is available for as long as you have and maintain an active account with us for this product in the past 24 months.

APPLY NOW >

[Offer Details](#) | [Privacy & Terms](#)





LUXURY CARD.

V, USA 844.LUX CARD (589.2273) [APPLY NOW](#) [≡](#)

VIP Hotel & Travel Program
Travel in Style with Exceptional Benefits at over 3,000 Properties.

[VIP TRAVEL](#)

CARD CONSTRUCTION REWARDS CONCIERGE PRICELESS VIP TRAVEL BENEFITS COMPARE CARDS

MASTERCARD® Gold Card™
Made with 24K Gold.

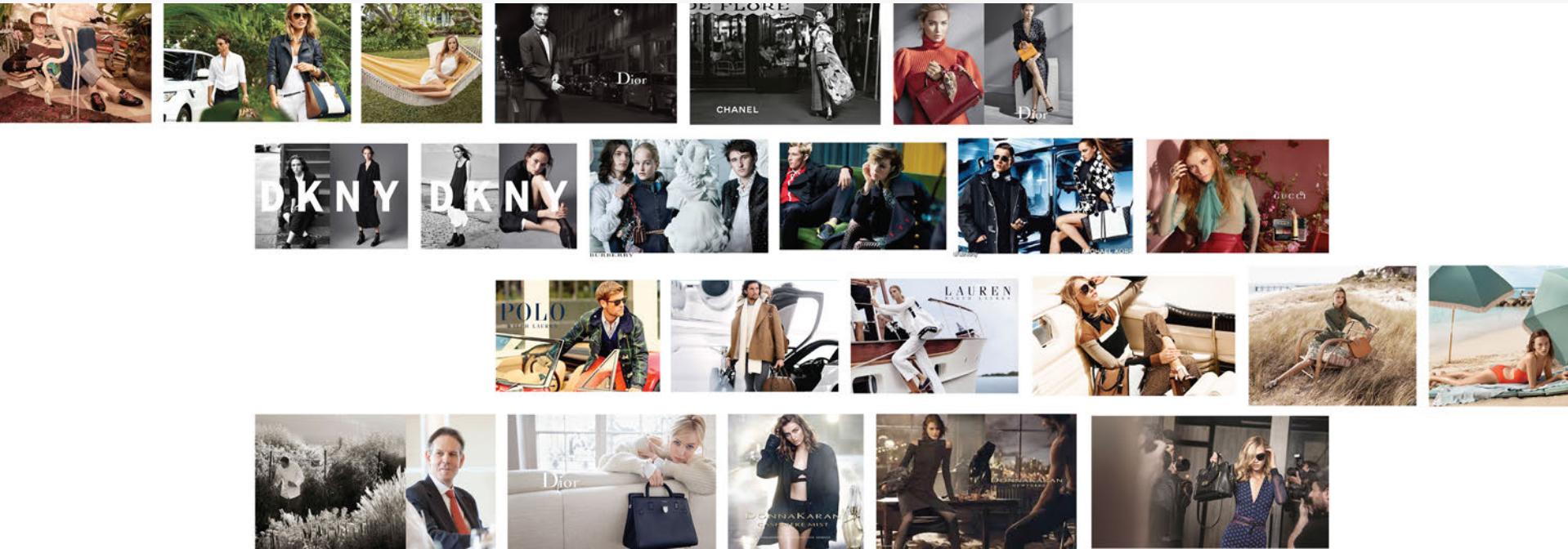
MASTERCARD® Black Card™
The Ultimate Buying Tool.

MASTERCARD® Titanium Card™
Made of Stainless Steel™.

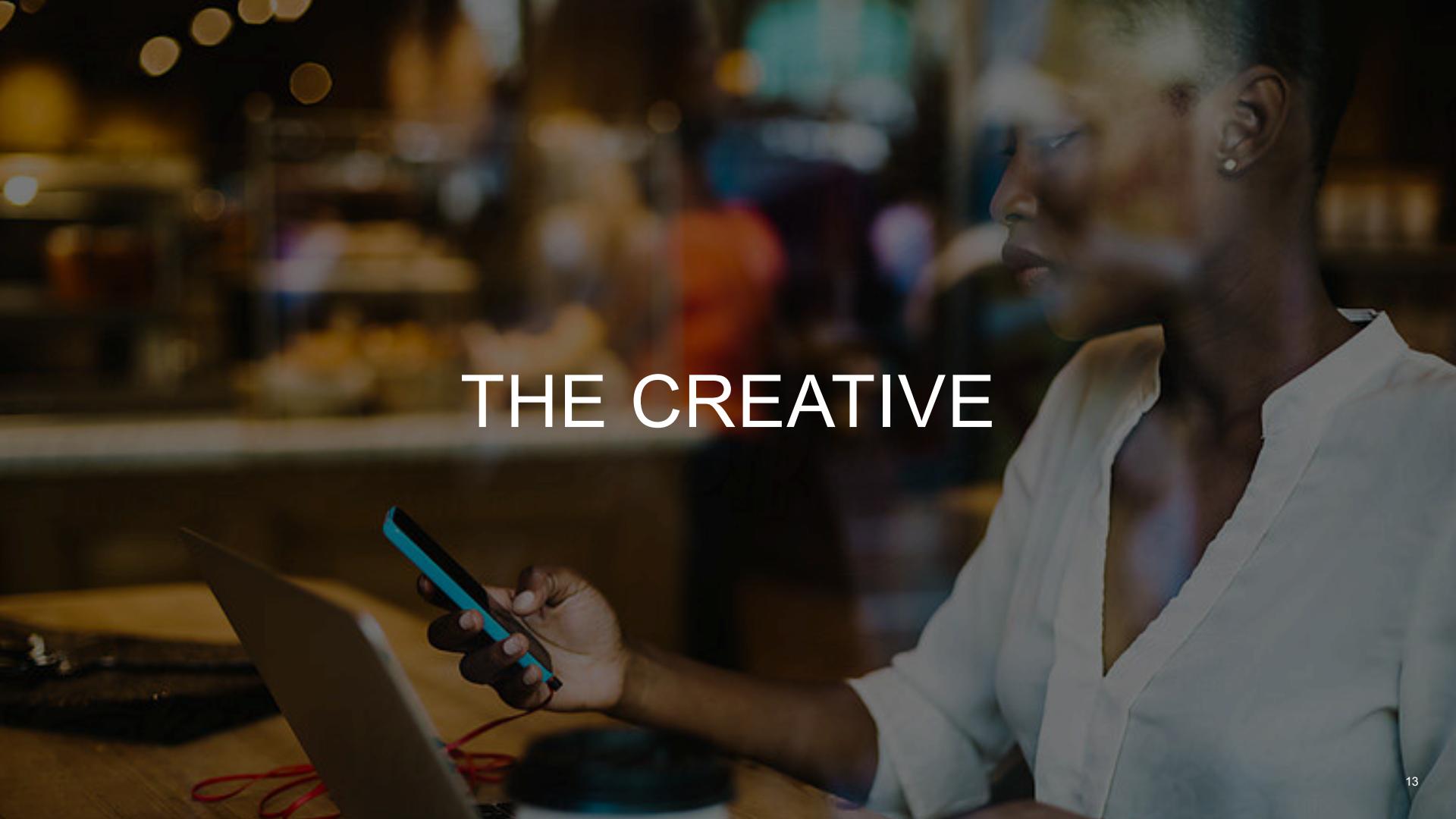


THE LANDSCAPE

WHAT IS YOUR AUDIENCE
SEEING EVERY DAY?





A woman with short dark hair, wearing a white button-down shirt, is sitting at a desk in a dimly lit room, possibly a coffee shop or a home office. She is looking down at her work. In her right hand, she holds a bright blue smartphone, which is connected to a red and black cable. Her left hand rests on the keyboard of an open laptop. The background is blurred, showing other people and lights, suggesting a public space.

THE CREATIVE

CONCEPT 1

IT'S ALL YOU

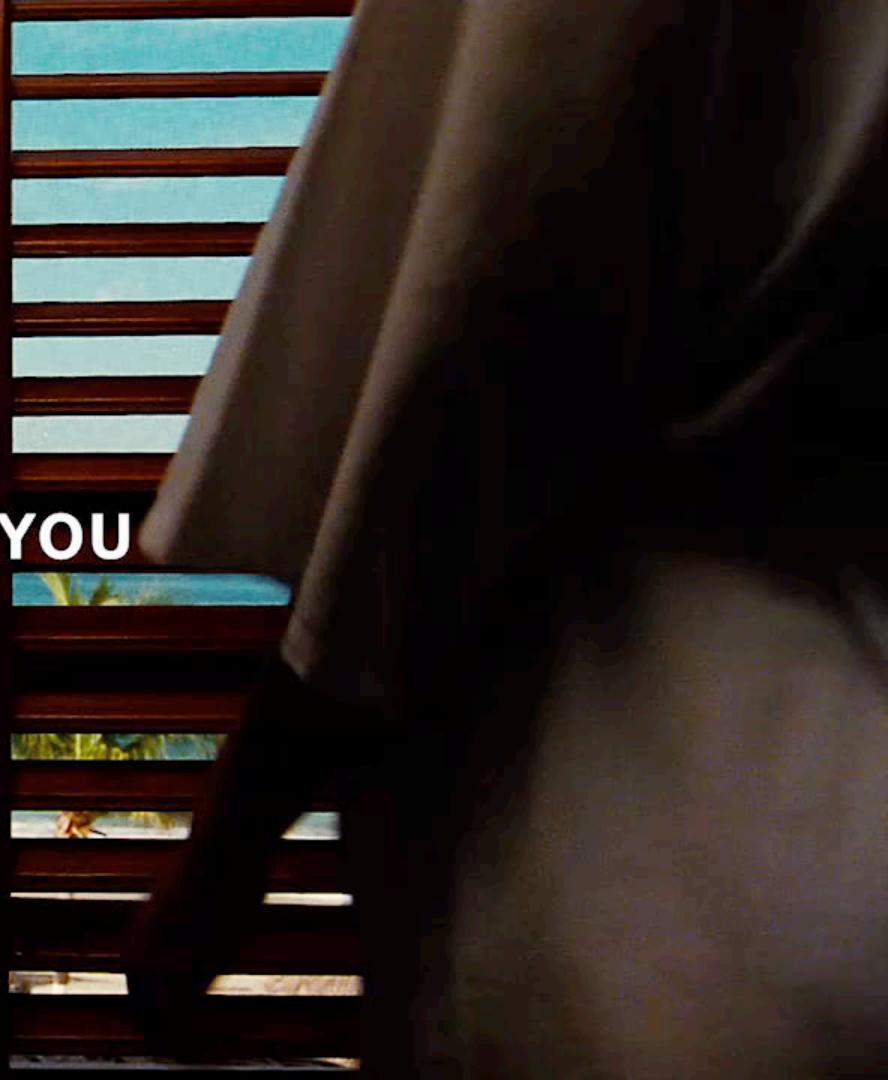
A key insight with our target market is that we want them to have their Platinum Card be top of wallet—to be unafraid to use it for everyday expenses.

Here we use large, bold type and striking imagery to reflect a younger, more adventurous audience—while maintaining an exclusive, premium feel. It's luxurious without being pretentious.

And it creates a brand suited to Platinum—young and energized with a high-end foundation.

A photograph of a window with dark brown horizontal blinds. The window looks out onto a bright, tropical scene featuring palm trees, a sandy beach, and a clear blue sky with a few wispy clouds.

IT'S ALL YOU



CONCEPT 1

IT'S ALL YOU

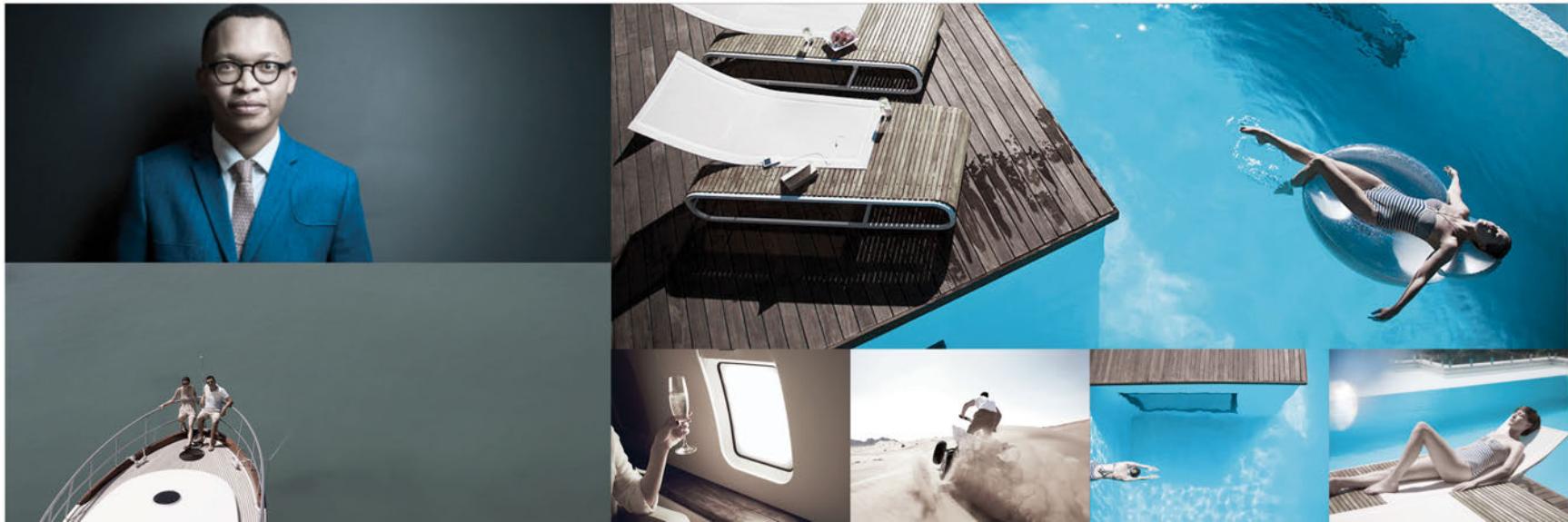
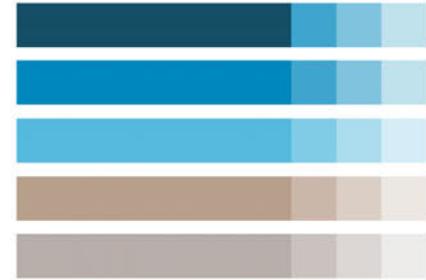
FONTS

BENTON
COMPRESSED

BENTON SANS
LOREM

IPSUM DOLOR

COLORS



CONCEPT 1
WEBSITE

The screenshot shows the American Express website at www.americanexpress.com. The top navigation bar includes links for MY ACCOUNT, CARDS, TRAVEL, REWARDS, and BUSINESS, along with a LOG IN button and a search bar. Below the navigation is a horizontal menu with links for Get Started, View All Cards, Compare Cards, Why American Express, Respond to Your Mail Offer, Check for Pre-Qualified Offers, and Small Business Cards. The main banner features a woman in a striped swimsuit floating on an inner tube in a pool, with a wooden deck visible on the left. The text "PLATINUM" is prominently displayed in large white letters, followed by "GO AHEAD. LIVE A LOT." in a smaller font. A small image of a platinum credit card is shown next to the text. Below the banner, there are three main sections: "HIGHLIGHTS", "BENEFITS", and "COMPARE". A large blue "Apply Now" button is located on the right side of the banner area.

5XAIR

5X points for flights booked directly with airlines or with American Express Travel.‡

LEARN MORE

AIRPORT LOUNGE ACCESS PROGRAM

Enjoy complimentary access to over 900 airport lounges, including The Centurion® lounge network‡, Delta Sky Club‡, and Airspace Lounges‡.

LEARN MORE

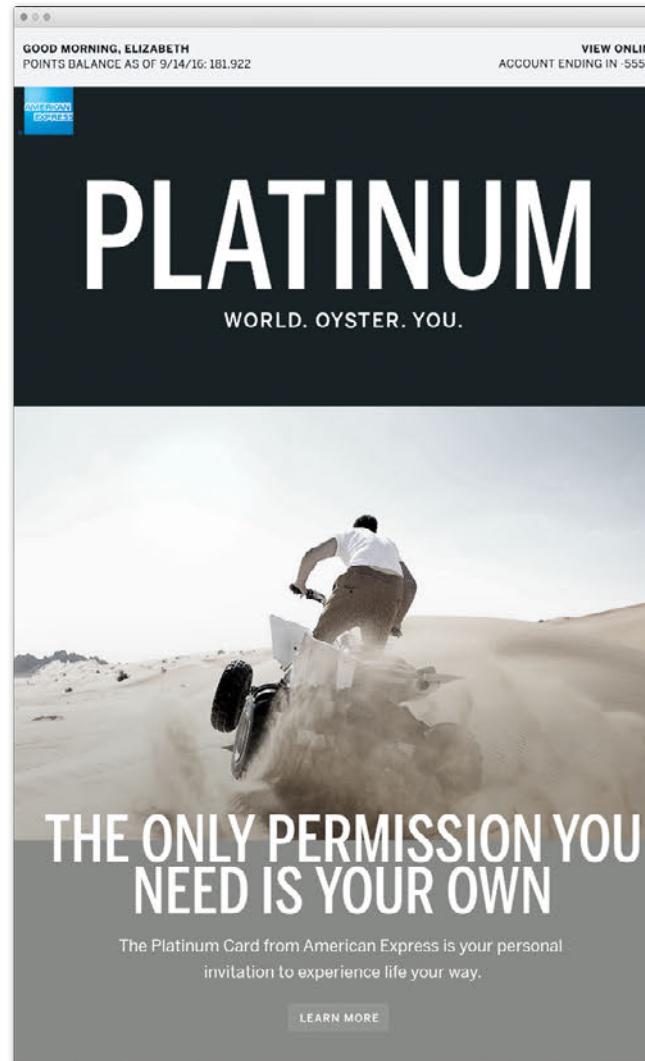
CONCIERGE

Concierge is a complimentary service, available day or night.

LEARN MORE



CONCEPT 1
EMAIL





CONCEPT 1

DIRECT MAIL



CONCEPT 2

HEIGHTENED EXPERIENCE

This audience wants to feel like they have something that others don't—that they pay \$450 a year for a Platinum Card for a reason.

This concept has the most premium, high-end feel in the range of ideas.

The crispy, modern serif typeface and the white washed photography are immediately recognizable and create a unique energy.

This is the Mercedes of financial. Unmistakably Platinum.

A photograph of a person floating face down in a swimming pool. The water is clear and reflects the surrounding environment. In the background, there are large, dark, silhouetted mountains under a hazy, light-colored sky.

HEIGHTENED EXPERIENCE

CONCEPT 2

HEIGHTENED EXPERIENCE

FONTS

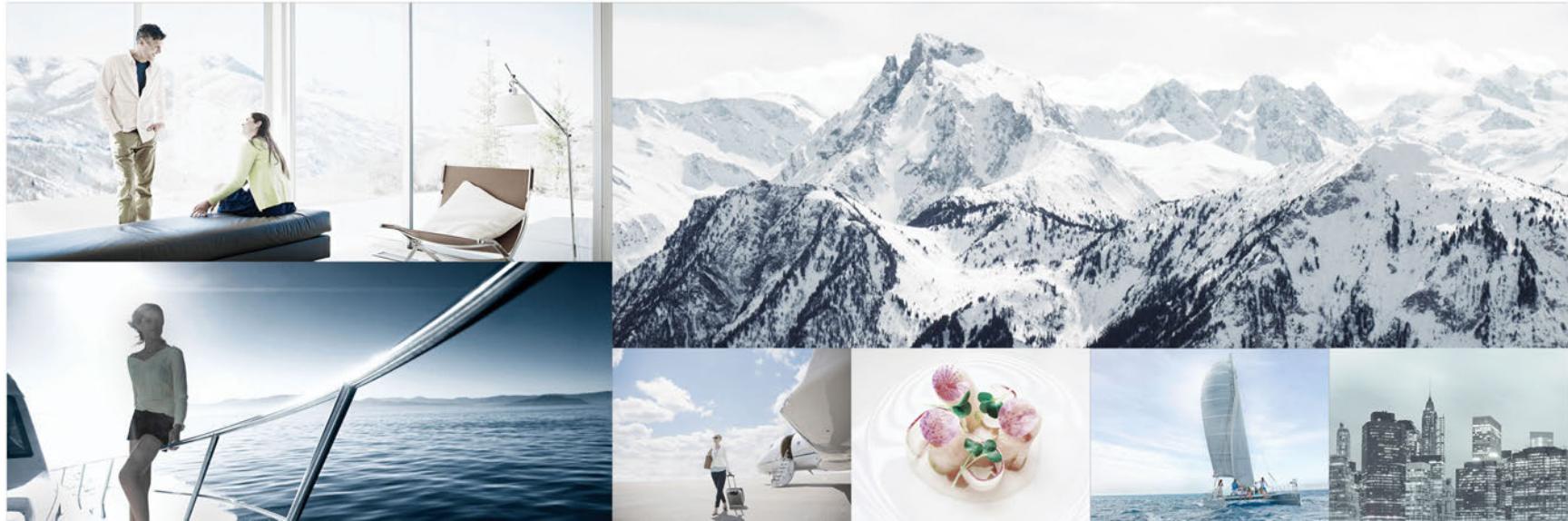
CHRONICLE

BENTON SANS
LOREM

COLORS



IPSUM DOLOR



CONCEPT 2
WEBSITE

The screenshot shows the American Express website with a dark header bar containing the logo, 'MY ACCOUNT', 'CARDS', 'TRAVEL', 'REWARDS', 'BUSINESS', 'United States (Change Country)', and 'LOG IN'. Below the header is a navigation menu with links: 'Get Started', 'View All Cards', 'Compare Cards', 'Why American Express', 'Respond to Your Mail Offer', 'Check for Pre-Qualified Offers', and 'Small Business Cards'. The main content area features a large image of a New York City skyline at night with a white American Express Platinum card overlaid. The word 'PLATINUM' is written in large serif capital letters above the word 'Free to Roam'. A small 'APPLY NOW' button is visible on the left side of the main image. Below the main image are three smaller sections: '5x AIR' (with a bird icon), 'LOUNGE ACCESS' (with a double door icon), and 'TRAVEL SERVICE' (with a person on a boat icon). Each section has a brief description and a 'Read More' link.

www.americanexpress.com

United States (Change Country) LOG IN

MY ACCOUNT CARDS TRAVEL REWARDS BUSINESS

Get Started View All Cards Compare Cards Why American Express Respond to Your Mail Offer Check for Pre-Qualified Offers Small Business Cards

PLATINUM

Free to Roam

APPLY NOW

5x AIR

5X points for flights booked directly with airlines or with American Express Travel. >

LOUNGE ACCESS

Enjoy complimentary access to over 900 airport lounges, including The Centurion® lounge network. >

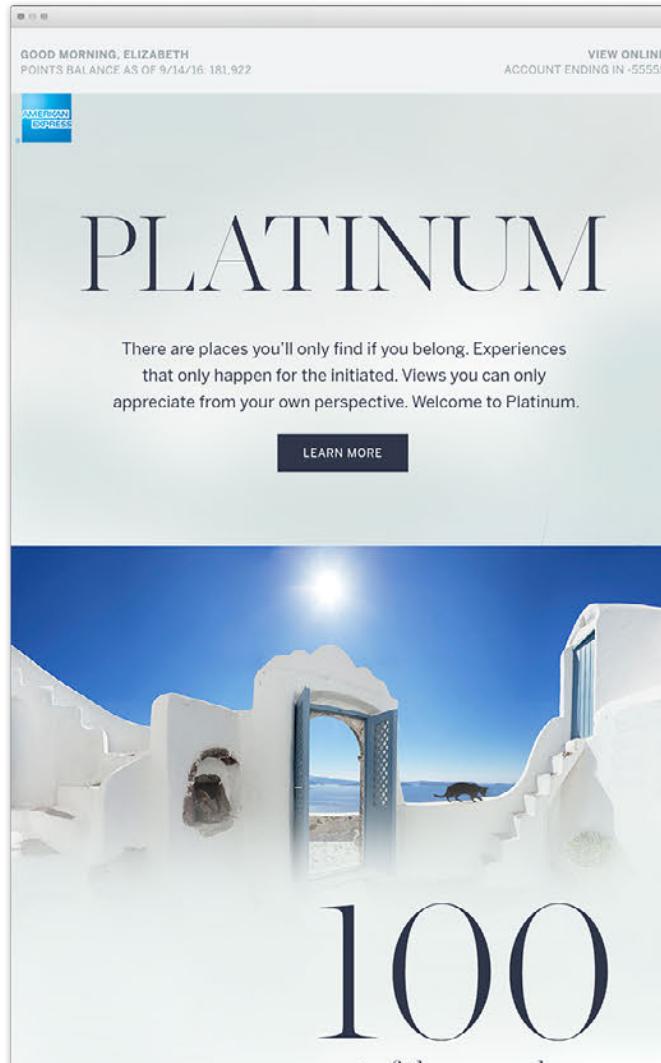
TRAVEL SERVICE

Concierge is a complimentary service, available day or night. >



CONCEPT 2

EMAIL





CONCEPT 2

DIRECT MAIL



CONCEPT 3

THE GREATEST ADVENTURE

The new Platinum benefit American Express just rolled out is 5X points when CMs book travel.
Experiences and lifestyles are why people get Platinum cards.

The Platinum lifestyle is all about experiences exclusive to Amex.

This idea feels high-end without feeling like it's in the luxury space.
It's attainable, but feels special.

A classic wooden runabout boat with a man and a woman on board, moving quickly across a lake, creating a large white wake.

THE GREATEST ADVENTURE

CONCEPT 3

THE GREATEST ADVENTURE



FONTS

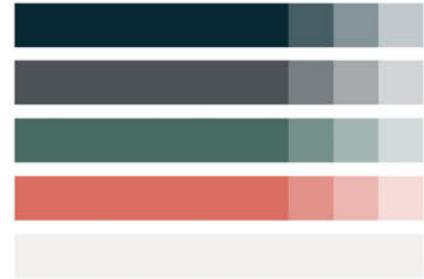
KOLLEKTIF

ROBOTO CONDENSED LIGHT
ROBOTO CONDENSED REGULAR

LOREM

IPSUM DOLOR

COLORS



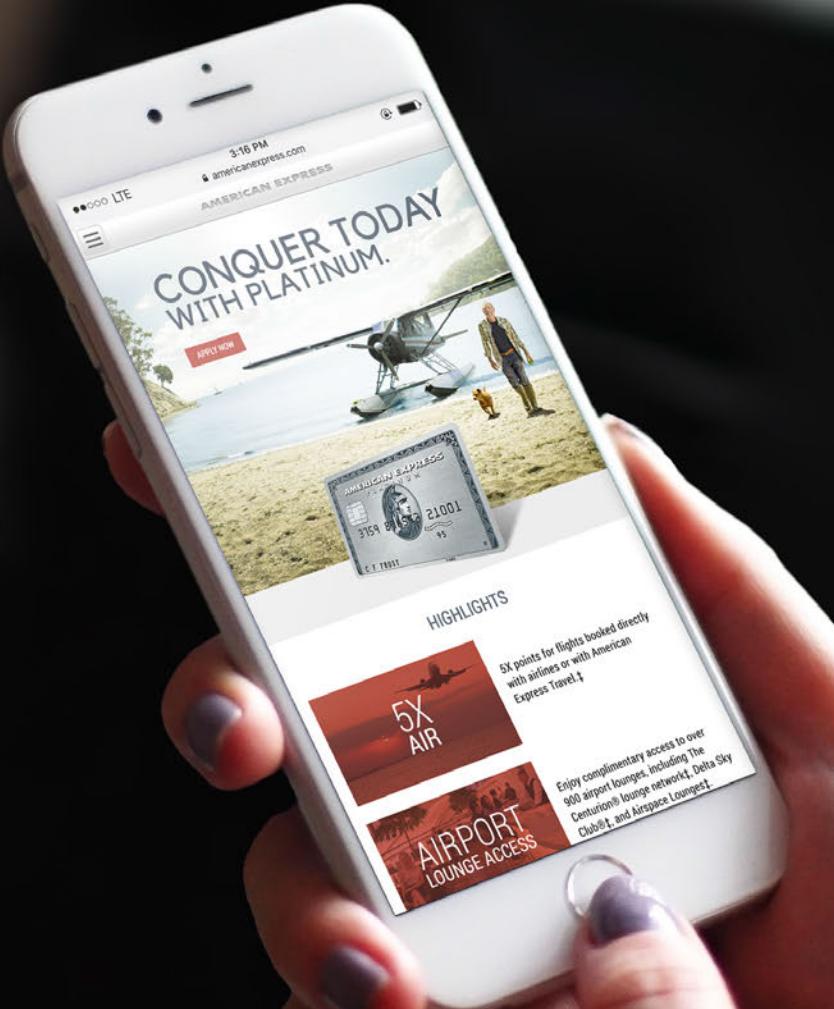
CONCEPT 3
WEBSITE

The screenshot shows the American Express website homepage. At the top, there's a navigation bar with links for 'MY ACCOUNT', 'CARDS', 'TRAVEL', 'REWARDS', 'BUSINESS', 'LOG IN', and 'United States (Change Country)'. Below the navigation is a secondary menu with links for 'Get Started', 'View All Cards', 'Compare Cards', 'Why American Express', 'Respond to Your Mail Offer', 'Check for Pre-Qualified Offers', and 'Small Business Cards'. The main banner features a scenic beach with a seaplane and a man walking a dog, with the tagline 'CONQUER TODAY WITH PLATINUM.' and a red 'APPLY NOW' button. Below the banner, there are three tabs: 'HIGHLIGHTS' (which is highlighted in red), 'BENEFITS', and 'COMPARE'. A close-up image of an American Express card is centered below these tabs. The 'HIGHLIGHTS' section contains three cards: one for '5X AIR' (5X points for flights booked directly with airlines or with American Express Travel.), one for 'AIRPORT LOUNGE ACCESS' (Enjoy complimentary access to over 900 airport lounges, including The Centurion® lounge network, Delta Sky Club®, and Airspace Lounges.), and one for 'CONCIERGE' (Concierge is a complimentary service, available day or night).

5X points for flights booked directly with airlines or with American Express Travel.‡

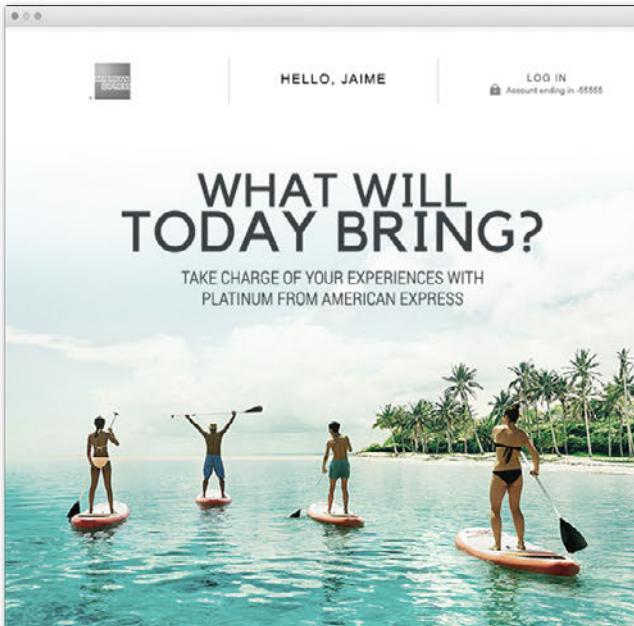
Enjoy complimentary access to over 900 airport lounges, including The Centurion® lounge network, Delta Sky Club®, and Airspace Lounges.‡

Concierge is a complimentary service, available day or night.



CONCEPT 3

EMAIL



The image shows a screenshot of an American Express email interface. At the top, there's a header with the American Express logo, the greeting "HELLO, JAIME", and links for "LOG IN" and "Account ending in 55555". Below the header is a large, bold headline "WHAT WILL TODAY BRING?" followed by a subtext "TAKE CHARGE OF YOUR EXPERIENCES WITH PLATINUM FROM AMERICAN EXPRESS". The main visual is a photograph of four people paddleboarding in a tropical lagoon with palm trees in the background. On the left side of the main content area, there's a callout for "5X POINTS FOR ALL ELIGIBLE AIR TRAVEL". To the right, there's descriptive text about the card's benefits and a "LEARN MORE >" link. Further down, there's another photograph of two hikers on a mountain trail with the text "WE THINK WE FOUND THE BEGINNING OF THE WORLD." Below that, there's a section titled "A NEW EXPERIENCE" with a "LEARN MORE >" link and some descriptive text.

HELLO, JAIME

LOG IN

Account ending in 55555

WHAT WILL TODAY BRING?

TAKE CHARGE OF YOUR EXPERIENCES WITH PLATINUM FROM AMERICAN EXPRESS

5X POINTS FOR ALL ELIGIBLE AIR TRAVEL

A Card designed to suit your lifestyle, earning Membership Rewards with your Platinum Card is as simple as doing what you want to do and going where you want to go.
[LEARN MORE >](#)

WE THINK WE FOUND THE BEGINNING OF THE WORLD.

A NEW EXPERIENCE

Pushing beyond your comfort zone is remarkably comfortable when you know you can count on the benefits of Platinum Card Membership.
[LEARN MORE >](#)

EXCLUSIVE



CONCEPT 3

DIRECT MAIL



CONCEPT 4

IN COMMAND

The brief mentioned “epic” tone and photography a few times,
and this concept is most definitely epic.

Colorful, powerful photography that shows both the majesty of nature and the amazing
life experiences one can have, powered by Amex Platinum.

The delicate type treatment and graphic style make this a modern, upscale brand look
and feel that is ownable, fresh, and modern, and stands out from the competition.

A wide-angle photograph of a majestic mountain range under a dramatic sky. In the foreground, a person walks along a grassy, rocky hillside. The mountains in the background are rugged, with patches of snow and sunlight filtering through the clouds.

IN COMMAND

CONCEPT 4

IN COMMAND



FONTS

AVENIR NEXT CONDENSED
ULTRALIGHT ITALIC

BENTON SANS
LOREM

IPSUM DOLOR

COLORS



CONCEPT 4
WEBSITE

The image shows a screenshot of the American Express website. At the top, there's a navigation bar with the American Express logo, 'MY ACCOUNT', 'CARDS', 'TRAVEL', 'REWARDS', 'BUSINESS', 'United States (Change Country)', and a 'LOG IN' button. Below the navigation is a secondary menu with links like 'Get Started', 'View All Cards', 'Compare Cards', 'Why American Express', 'Respond to Your Mail Offer', 'Check for Pre-Qualified Offers', and 'Small Business Cards'. The main visual is a large, dramatic photograph of a waterfall cascading down a rocky cliff. Overlaid on this image is the text 'EPIC DOESN'T EVEN COME CLOSE.' in large, white, serif capital letters. To the right of the main image, there's a smaller inset showing a person in a green jacket and backpack walking along a rocky shore. On the left side of the main image, there's a dark overlay with the text 'EVERY ADVENTURE COMES WITH BENEFITS.' and a 'LEARN MORE' button. Below this, there's some small, illegible text. In the bottom right corner of the main image, there's another inset showing a person scuba diving near a plate of sushi. The overall aesthetic is adventurous and luxurious.

www.americanexpress.com

United States (Change Country) LOG IN

MY ACCOUNT CARDS TRAVEL REWARDS BUSINESS

Get Started View All Cards Compare Cards Why American Express Respond to Your Mail Offer Check for Pre-Qualified Offers Small Business Cards

EPIC DOESN'T EVEN COME CLOSE.

LEARN MORE

EVERY ADVENTURE COMES WITH BENEFITS.

PLAN TO BE SPONTANEOUS.

GET 5X POINTS FOR FLIGHTS BOOKED DIRECTLY WITH AMERICAN EXPRESS TRAVEL.

SAVOR THE MOMENT.

MAKE THE STORY YOURS.

LEARN MORE

LEARN MORE

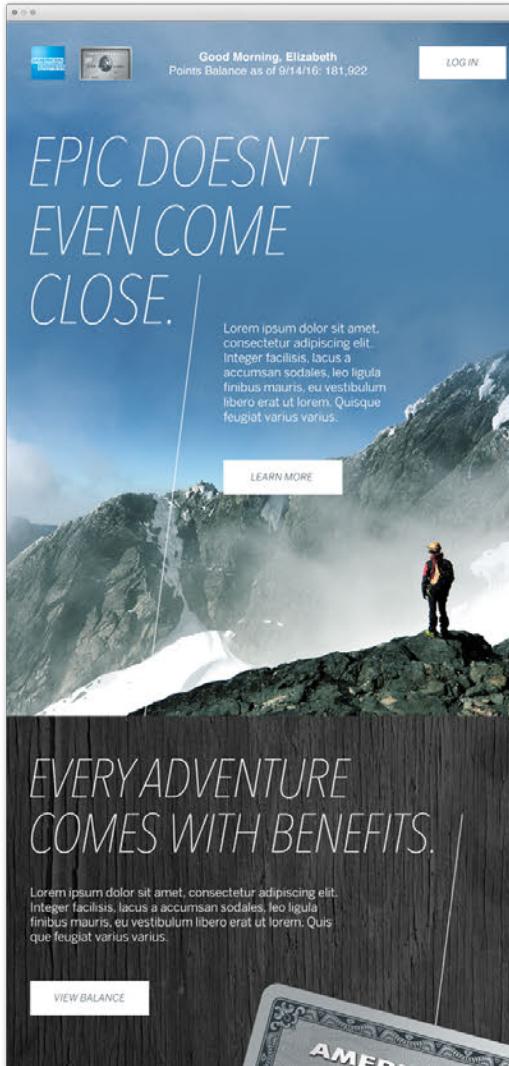
LEARN MORE

LEARN MORE



CONCEPT 4

EMAIL





CONCEPT 4

DIRECT MAIL



TIMING

NOVEMBER 9 - 11, 2016

Client feedback and final decision

NOVEMBER 11 - 30, 2016

Briefing, visual identity and content creation

DECEMBER 1 - 15, 2016

Legal / Meridian review, product sign-off

DECEMBER 15 - 30, 2016

Finalize materials

JANUARY 2 - 30, 2017

Launch, distribute assets and provide training / education

FEBRUARY 2017

Marketers implement on materials

MARCH 2017

Soft rollout in market



C O S T S

KERN will work with you to customize the Platinum 2.0 visual identity based on your budget, the needs of the brand, and the number of tactics impacted by the scope of the ask.

Variables include:

- Level of detail and length of the guide
- Number of rounds of revision
- Research / Insight Generation
- Number of Options
- Cost of sourcing and securing photography for the guide



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Mobile: 213.925.2166





THANK YOU



KERN
An Omnicom Agency

**AMERICAN
EXPRESS**