



AMERICAN EXPRESS MAKE-A-THON 2019

‘REPLACE THE CARD’ CAMPAIGN

BLACK WIDOWS

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Problem Statement

How would you like American Express to engage with millennials and onboard them as American Express card member?

Our Interpretation

American Express is trying to attract the young, affluent potential cardholders whom it may be losing to other credit card companies.

We can strategize our campaign to capture the current customers of our rivals.

Target Audience

- Working class people who are cardholders of other companies, i.e., those who already use credit cards in their daily life.
- **Why** are we targeting customers of our rivals?
 - *We don't need to convince them to use 'a' credit card. They already do so. We just need to convince them to shift to 'the best' credit card provider, American Express.*
 - *Through our campaign, people will be able to understand how American Express is better than their current credit card providers.*
 - *Stealing customers from rivals is always fun, isn't it?*

Characteristics of our solution

To capture the attention of millennials, our campaign must have the following characteristics -

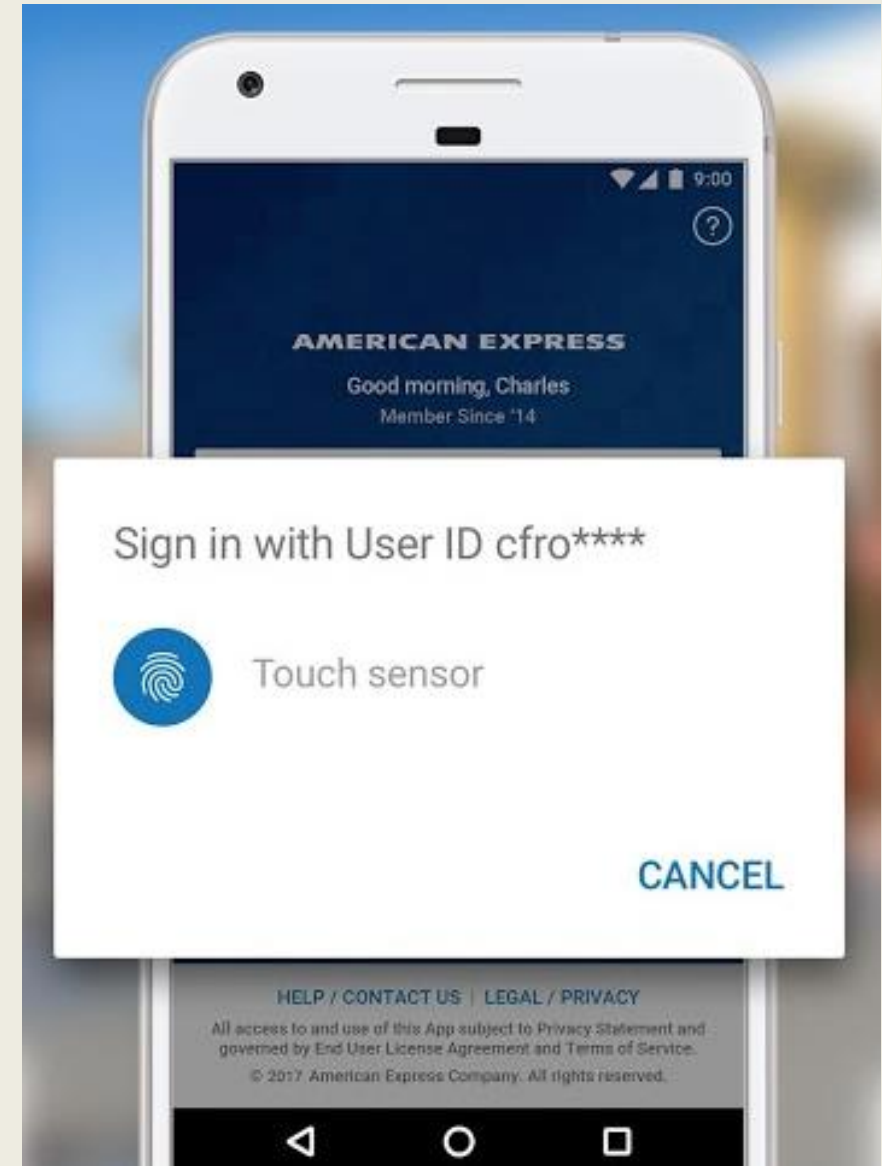
- **Interactive and Fun** – Millennials are readily attracted to cool and fun stuff.
- **Socially Attractive** – Millennials are very active on social media. Anything going popular there will definitely attract them. They even have a fear of missing out on anything new.
- **Offers and Benefits** – Millennials are focused on saving. We can give them the best offers and help them save more through American Express.
- **Convenient** – Millennials look for convenience everywhere. After initial attraction through our campaign, the onboarding process must be made very convenient for them to get onboard.

‘Replace the Card’ Campaign

- Visit American Express India app or website
- Signup to participate in ‘Replace the Card’ campaign
- Point your phone camera to your existing credit card(s)
- We will use Augmented Reality to replace it with a brand new AmEx card
- We will compare your card to ours and tell you how AmEx can serve you better
- It’s not just fun, you also get a free AmEx card with several ‘new user’ benefits
- Also get additional benefits for every card you ‘replace’
- You can choose the most suitable among the suggested AmEx cards and apply hassle free
- We will deliver the card to you and provide you the best experience ever

Signup


- Visit American Express India app or website
- Signup to participate in 'Replace the Card' campaign



'Replace the Card'

- Point your phone camera to your existing credit card(s)
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AMERICAN EXPRESS
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[Apply Now](#) [Compare Card](#)

[View all Cards](#)

American Express® Platinum Travel Credit Card

Welcome Gift¹ of 5,000 Milestone Bonus Membership Rewards Points redeemable for Travel Vouchers worth Rs. 4,000

First Year Fee: Rs. 3,500 plus applicable taxes (Second Year onward: Rs. 5,000 plus applicable taxes)

Card Type	Credit Card
Annual fee	First year fee: Rs. 3,500 plus applicable taxes. Second year onwards: Rs. 5,000 plus applicable taxes.
Reward Earn Rate	1 Membership Rewards Point for every ² Rs. 50 spent except for spend at Fuel, Utilities, Insurance and Cash Transactions

Enjoy Benefits

- It's not just fun, you also get a free AmEx card with several 'new user' benefits
- Also get additional benefits for every card you 'replace'



DON'T *live life* WITHOUT IT™

Round-the-Clock Personalized Service

Let your plans go according to plan

Things to be done on your Card, we make it happen with 24*7 personalized service. Wherever you are, just reach out to us and we'll be ready to help, so you can do more and worry less.

Emergency Card Replacement

Find your smile, even when you can't find your Card

Leave the worry to us if you lose your Card, we will replace your Card usually within 48 hours worldwide, so you can go about your day.

[Learn more](#)

Feel protected, when you face the unexpected

Amex Pay - Pay your own way

Do things your own way with secure on-the-go payments via Amex Pay




Just log on to the American Express® Mobile App and register for Amex Pay to start making QR code-based or contactless* payments.






Zero Lost Card Liability

As long as we've got you covered, fraudulent transactions will be nil if the fraud is reported after three days and is below a maximum of Rs. 1,000.

Use AmEx card best suited for you

- You can choose the most suitable among the suggested AmEx cards and apply hassle free
- We will deliver the card to you and provide you the best experience ever

 <p>American Express® Platinum ReserveSM Credit Card</p> <p>Get a Welcome Gift¹ of 11,000 Bonus Membership Rewards Points.</p> <p>First Year Fee: Rs. 5,000 plus applicable taxes (Second Year onward: Rs. 10,000 plus applicable taxes)</p> <ul style="list-style-type: none"> Enjoy privileges at Taj Hotels Palaces Resorts Safaris ; Preferred Hotels & Resorts and Oberoi Hotels & Resorts Complimentary access to leading Golf courses in India Complimentary access to American Express lounge and other domestic lounges across India. 	 <p>American Express Membership Rewards® Credit Card</p> <p>Welcome Gift¹ of 4,000 Bonus Membership Rewards® Points</p> <p>First Year Fee: Rs. 1,000 plus applicable taxes (Second Year onward: Rs. 4,500 plus applicable taxes)</p> <ul style="list-style-type: none"> Earn 1,000 Bonus Membership Rewards® Points for simply using your Card 4 times on transactions of Rs. 1,000 and above every month Split the payment and not the joy. Use your American Express Credit Card for your next big purchase & pay in easy EMI Redeem your Points from the fabulous 18 and 24 Karat Gold Collection 	 <p>American Express® Platinum Travel Credit Card</p> <p>Welcome Gift¹ of 5,000 Milestone Bonus Membership Rewards Points redeemable for Travel Vouchers worth Rs. 4,000</p> <p>First Year Fee: Rs. 3,500 plus applicable taxes (Second Year onward: Rs. 5,000 plus applicable taxes)</p> <ul style="list-style-type: none"> Travel Vouchers worth up to Rs. 19,500 Enjoy 4 complimentary visits per year to select airport lounges Taj Hotels Palaces Resorts Safaris Vouchers worth Rs. 10,000
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American Express® Gold Card	American Express® Platinum Reserve SM Credit Card	Jet Airways American Express® Platinum Credit Card	American Express® Platinum Card	American Express PAYBACK® Credit Card

Perks for American Express

- We can capture customers of our competitors using this campaign.
We will get such new customers who already use credit cards on daily basis.
- We will get useful data that is very crucial for AmEx.
We will capture details like *who* has *how many* cards of *which* companies.
- In case a customer decides not to shift to AmEx,
we can use this data for launching a targeted advertisement campaign for that customer.

Thank You

We are very excited about this idea.

We look forward to working with you and taking this idea to the market for AmEx.

Thank You

Black Widows

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