

Holiday Gift Card Campaign

ROUND 3
LAUNCH ASSETS



AM
EX

Overview

What You Will See Today

- Revised Launch assets based on R2 feedback and new testing approach

Round 2 Feedback Recap

- New approach to testing: cost reduction vs. value increase messaging
- Would like to lean into seasonality/gifting theme across all deliverables
- Explore alternate GIF that leans more into holiday theme
- For GCS: incorporate MR header banner and MR points in bank
- Call out 12/15/24 campaign end date and add Limited Time Offer flag
- Crossed out points treatment to be included in all creative versions
- Discounted points to be featured more prominently/at top for cost reduction assets, \$ value to be featured more prominently in value increase assets
- Update gift card hierarchy/grouping based on latest details provided
- Explore alt imagery for MR education module that aligns more closely with redemption categories (i.e. holiday travel)

GCSG Launch

COST REDUCTION MOBILE

FIGMA LINK



Animation Storyboard
on Slide 6

Account Ending: 12345

Hello [First Name].

Log in

MEMBERSHIP REWARDS®

POINTS PULSE

[XX,XXX] points ready to redeem
as of XX/XX/20XX

AMERICAN EXPRESS

ENJOY 20% OFF
SELECT GIFT CARDS



For a limited time, get a 20% discount when you redeem Membership Rewards® points for select gift cards. Treat your loved ones or yourself this holiday season. Offer available through December 15, 2024.

Redeem Now

LIMITED TIME OFFER

Spread Love
with a Gift Card

Explore discounted gift card options across dining, travel, tech, home and more.

Gift Card images are clickable

For Tech and Retail Shoppers

11,766
9,412 points



Apple*
\$100 Value

7,143
5,714 points



Target*
\$50 Value

1,000
800 points



Bath & Body Works*
\$10 Value

For Fashion Forward Shoppers

25,000
20,000 points



Saks Fifth Avenue*
\$250 Value

2,500
2,000 points



Gap*
\$25 Value

Gap*
\$25 Value

11,766
9,412 points



Nordstrom*
\$100 Value

For Dining and Entertainment Enthusiasts

5,000
4,000 points



Ruth's Chris Steak House*
\$750 Value

107,143
85,714 points



Air BnB*
\$50 Value

2,941
2,353 points



Regal Cinemas*
\$25 Value

For Active Wear and Sports Fans

For Active Wear and Sports Fans

5,000
4,000 points



Athleta*
\$50 Value

23,529
18,823 points



Lululemon*
\$200 Value

10,000
8,000 points



Fanatics*
\$100 Value

Get More for Less
with Points

Membership Rewards® offer you flexibility beyond gift cards. From travel and dining to paying with points at select merchants, explore all the exciting ways you can use points.

Discover More Ways to Redeem



Get More for Less
with Points

Membership Rewards® offer you flexibility beyond gift cards. From travel and dining to paying with points at select merchants, explore all the exciting ways you can use points.

Discover More Ways to Redeem



EXPLORE MORE WITH YOUR
AMERICAN EXPRESS® CARD


Add someone
to your account


Refer a friend


Add Amex Offers
to your Card


Check out the
Shop Small map



COST REDUCTION
DESKTOP

FIGMA LINK



Animation Storyboard
on Slide 6

Subject Line: Use 20% fewer Membership Rewards® points when you redeem for select gift cards

Preview Line: Get 20% off select gift cards in a range of values.



DON'T
live life
WITHOUT IT

Account Ending: 12345
Member Since: 2020



Hello [First Name],

Log in

MEMBERSHIP REWARDS®

POINTS PULSE

[XX,XXX] points ready to redeem as of XX/XX/20XX

AMERICAN EXPRESS

ENJOY 20% OFF
SELECT GIFT CARDS



For a limited time, get a 20% discount when you redeem Membership Rewards® points for select gift cards. Treat your loved ones or yourself this holiday season. Offer available through December 15, 2024.

Redeem Now

LIMITED TIME OFFER

Spread Love with a Gift Card

Explore discounted gift card options across dining, travel, tech, home and more.

For Tech and Retail Shoppers

11,765
9,412 points



Apple*
\$100 Value

7,143
5,714 points



Target*
\$50 Value

1,000
800 points



Bath & Body Works*
\$10 Value

For Fashion Forward Shoppers

25,000
20,000 points



Saks Fifth Avenue*
\$250 Value

2,500
2,000 points



Gap*
\$25 Value

11,765
9,412 points



Nordstrom*
\$100 Value

For Dining and Entertainment Enthusiasts

5,000
4,000 points



Ruth's Chris Steak House*
\$750 Value

107,143
85,714 points



Air BnB*
\$50 Value

2,941
2,353 points



Regal Cinemas*
\$25 Value

For Active Wear and Sports Fans

5,000
4,000 points



Athleta*
\$50 Value

23,529
18,823 points



Lululemon*
\$200 Value

10,000
8,000 points



Fanatics*
\$100 Value

Get More for Less with Points

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IOS and Android™ only. See app store listings for operating system info. Apple and the Apple logo are

Gift Card images are clickable

ANIMATION STORYBOARD

[FIGMA LINK](#)

Animation starts as a wrapped present before the ribbon unravels, the gift is unwrapped, and the top gift cards rotate in and out.



FRAME 1



FRAME 2



FRAME 3



FRAME 4



FRAME 5

VALUE INCREASE MOBILE

FIGMA LINK



Animation Storyboard
on Slide 6

Account Ending: 12345

AMERICAN EXPRESS

Hello [First Name].

Log in

MEMBERSHIP REWARDS*

POINTS PULSE

[XX,XXX] points ready to redeem
as of XX/XX/20XX

AMERICAN EXPRESS

TAKE
MEMBERSHIP REWARDS*
EVEN FURTHER



For a limited time, take points 20% further
when redeeming for select gift cards. Treat
your loved ones or yourself by making every
point count this holiday season. Offer
available through December 15, 2024.

Redeem Now

LIMITED TIME OFFER

Make the Most
of Points on Gift Cards

Explore discounted gift card options across
dining, travel, tech, home, and more.

For Tech and Retail Shoppers

For Tech and Retail Shoppers

\$100 Value



Apple*

11,765
9,412 points

\$50 Value



Target*

7,143
5,714 points

\$10 Value



Bath & Body Works*

1,000
800 points

For Fashion Forward Shoppers

\$250 Value



Saks Fifth Avenue*

25,000
20,000 points

\$25 Value



Gap*

2,500
2,000 points

\$100 Value

For Dining and Entertainment Enthusiasts

\$100 Value



Gap*

2,500
2,000 points

\$100 Value



Nordstrom*

11,765
9,412 points

\$750 Value



Ruth's Chris Steak House*

5,000
4,000 points

\$50 Value



Air BnB*

107,143
85,714 points

\$25 Value



Regal Cinemas*

2,941
2,353 points

For Active Wear and Sports Fans

For Active Wear and Sports Fans

\$50 Value



Athleta*

5,000
4,000 points

\$200 Value



Lululemon*

23,529
18,823 points

\$100 Value



Fanatics*

10,000
8,000 points

Unwrap More Ways to
Use Points

Membership Rewards® offer you flexibility
beyond gift cards. From travel and dining to
paying with points at select merchants, explore
all the exciting ways you can use points.

Discover More Ways to Redeem





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more.

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FIGMA LINK



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GCS Launch

COST REDUCTION
MOBILE

FIGMA LINK



Animation Storyboard
on Slide 6

AMERICAN EXPRESS

Account Ending: 12345

AMERICAN EXPRESS

Hello [First Name],

Log in

MEMBERSHIP REWARDS*

LIMITED-TIME GIFT CARD OFFER

GET 20% OFF SELECT GIFT CARDS



Through December 15, 2024, you can get 20% off select gift cards when you redeem using Membership Rewards® points. Whether shopping for your team or rewarding yourself, make points count this holiday season.

Redeem Now

[XX,XXX] points

ready to redeem as of XX/XX/20XX

LIMITED TIME OFFER

Use Points for a Shopping Spree

11,765 9,412 points





Apple*

\$100 Value

7,143 5,714 points



Target*

\$50 Value

1,000 800 points



Bath & Body Works*

\$10 Value

Use Points to Dress for Any Occasion

25,000 20,000 points



Saks Fifth Avenue*

\$250 Value

2,500 2,000 points



Gap*

\$25 Value

11,765 9,412 points



Nordstrom*

\$100 Value

NORDSTROM

Nordstrom*

\$100 Value

Use Points to Treat Your Team

5,000 4,000 points



Ruth's Chris Steak House*

\$750 Value

107,143 85,714 points



Air BnB*

\$50 Value

2,941 2,353 points



Regal Cinemas*

\$25 Value

Use Points for the Perfect Sports Gift

5,000 4,000 points

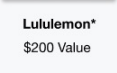


Athleta*

\$50 Value

23,529 18,823 points

Use card - no many limited possibilities.



Lululemon*

\$200 Value

10,000 8,000 points



Fanatics*

\$100 Value

Get More Value with Points

Membership Rewards® points offer you flexibility beyond gift cards. From travel and dining to paying with points at select merchants, explore all the exciting ways you can use points.

Discover More Ways to Redeem



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FIGMA LINK



VALUE INCREASE
MOBILE

FIGMA LINK



Animation Storyboard
on Slide 6

Account Ending: 12345

Log in

MEMBERSHIP REWARDS™

LIMITED-TIME GIFT CARD OFFER

MEMBERSHIP REWARDS® POINTS GO FURTHER ON GIFT CARDS



Through December 15, 2024, take points 20% further when you redeem for select gift cards. Treat your team or yourself and make every point count this holiday season.

Redeem Now

[XX,XXX] points ready to redeem as of XX/XX/20XX

LIMITED TIME OFFER

Use Points for a Shopping Spree



Apple*
11,765
9,412 points

\$50 Value

Target*
7,143
5,714 points

\$10 Value

Bath & Body Works*
1,000
800 points

Use Points to Dress for Any Occasion

\$250 Value

Saks Fifth Avenue*
25,000
20,000 points

\$25 Value

Gap*
2,500
2,000 points

\$100 Value


Nordstrom*
11,765
9,412 points

Use Points to Treat Your Team

\$750 Value

Ruth's Chris Steak House*
5,000
4,000 points

\$50 Value

Air BnB*
107,143
85,714 points

\$25 Value

Regal Cinemas*
2,941
2,353 points

Use Points for the Perfect Sports Gift

\$50 Value

Athleta*
5,000
4,000 points

\$200 Value

Lululemon*
23,529
18,823 points

\$100 Value

Fanatics*
10,000
8,000 points

Unwrap More Ways to Use Points

Membership Rewards® points offer you flexibility beyond gift cards. From travel and dining to shopping and entertainment, explore all the exciting ways you can use points.

Discover More Ways to Redeem



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VALUE INCREASE
DESKTOP

FIGMA LINK



Animation Storyboard
on Slide 6

Subject Line: Membership Rewards® points go 20% further on select gift cards for you or your team

Preview Line: Get more from points with 20% off select gift cards.



DON'T
do business
WITHOUT IT

Hello [First Name],



MEMBERSHIP REWARDS

**LIMITED-TIME
GIFT CARD OFFER**

**MEMBERSHIP REWARDS®
POINTS GO FURTHER
ON GIFT CARDS**



Through December 15, 2024, take points 20% further when you redeem for select gift cards. Treat your team or yourself and make every point count this holiday season.

Redeem Now

[XX,XXX] points
ready to redeem as of XX/XX/20XX

LIMITED TIME OFFER

Use Points for a Shopping Spree

\$100 Value



Apple*

\$50 Value



Target*

\$10 Value



Bath & Body Works*

Apple*

11,765
9,412 points

Target*

7,143
5,714 points

Bath & Body Works*

1,000
800 points

Use Points to Dress for Any Occasion

\$250 Value



Saks Fifth Avenue*

26,000
20,000 points

\$25 Value



Gap*

2,600
2,000 points

\$100 Value



Nordstrom*

11,765
9,412 points

Use Points to Treat Your Team

\$750 Value



Ruth's Chris Steak House*

5,000
4,000 points

\$50 Value



Air BnB*

107,143
85,714 points

\$25 Value



Regal Cinemas*

2,941
2,353 points

Use Points for the Perfect Sports Gift

\$50 Value



Athleta*

5,000
4,000 points

\$200 Value



Lululemon*

23,529
18,823 points

\$100 Value



Fanatics*

10,000
8,000 points

Unwrap More Ways to Use Points

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Discover More Ways to Redeem



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Gift Card images are clickable

MYCA Copy

DASHBOARD OFFERS

GCSG COST REDUCTION – LAUNCH

- H1

20% Off Select Gift Cards
- Body

Treat your loved ones this holiday season. Shop major brands and you can use 20% fewer Membership Rewards® points on select gift card purchases. Terms apply.
- CTA

Redeem Now

GCSG VALUE INCREASE – LAUNCH

- H1

20% Off Select Gift Cards
- Body

Treat your loved ones for the holidays. Shop major brands and you can take Membership Rewards® points 20% further on select gift card purchases. Terms apply.
- CTA

Redeem Now

GCSG COST REDUCTION – REMINDER

- H1

Discount Ends Soon
- Body

Tis the season to celebrate with Membership Rewards® points. Don't miss the chance to redeem 20% fewer points on select gift card purchases when you shop major brands. Terms apply.
- CTA

Shop Now

GCSG VALUE INCREASE – REMINDER

- H1

Discount Ends Soon
- Body

Tis the season to celebrate with Membership Rewards® points. Don't miss the chance to take points 20% further on gift card purchases when you shop major brands. Terms apply.
- CTA

Redeem Now

DASHBOARD OFFERS

GCS COST REDUCTION – LAUNCH

- H1**20% Off Select Gift Cards
- Body**Treat your work family this holiday season – or just yourself. You can use 20% fewer Membership Rewards® points on select gift card purchases when you shop major brands. Terms apply.
- CTA**Redeem Now

GCS VALUE INCREASE – LAUNCH

- H1**20% Off Select Gift Cards
- Body**Treat your work team this holiday season – or just yourself. You can take Membership Rewards® points 20% further on select gift card purchases when you shop major brands. Terms apply.
- CTA**Redeem Now

GCSG COST REDUCTION – EARLY TENURE

- H1**20% Off Select Gift Cards
- Body**See what Membership Rewards® points can do. Shop major brands this holiday season and use 20% fewer points on select gift card purchases for your loved ones or yourself. Terms apply.
- CTA**Redeem Now

GCSG VALUE INCREASE – EARLY TENURE

- H1**20% Off Select Gift Cards
- Body**See what Membership Rewards® points can do. Shop major brands this holiday season and take points 20% further on select gift card purchases for your loved ones or yourself. Terms apply.
- CTA**Redeem Now

MOBILE TIMELINE

GCSG COST REDUCTION – LAUNCH

- H1** 20% Off Select Gift Cards
- Body** Use 20% fewer Membership Rewards® points on select gift cards. Terms apply.
- CTA** Redeem Now

GCSG VALUE INCREASE – LAUNCH

- H1** 20% Off Select Gift Cards
- Body** Take points 20% further on select holiday gift cards. Terms apply.
- CTA** Redeem Now

GCSG COST REDUCTION – REMINDER

- H1** 20% Off Select Gift Cards
- Body** Last call: Redeem 20% fewer points on select gift cards. Terms apply.
- CTA** Explore Now

GCSG VALUE INCREASE – REMINDER

- H1** Discount Ends Soon
- Body** Take points 20% further on select gift card purchases. Terms apply.
- CTA** Redeem Points

MOBILE TIMELINE

GCS COST REDUCTION – LAUNCH

- H1** 20% Off Gift Cards
- Body** Use 20% fewer points on select gift cards for your team. Terms apply.
- CTA** Redeem Now

GCS VALUE INCREASE – LAUNCH

- H1** Get 20% Off Gift Cards
- Body** Take points 20% further on select gift cards for your team. Terms apply.
- CTA** Redeem Now

GCSG COST REDUCTION – EARLY TENURE

- H1** 20% Off Gift Cards
- Body** Use 20% fewer points on select gift cards. Terms apply.
- CTA** Start Redeeming

GCSG VALUE INCREASE – EARLY TENURE

- H1** 20% Off Gift Cards
- Body** Take points 20% further on select gift cards for loved ones. Terms apply.
- CTA** Start Redeeming

MR OFFER HUB

GCSG COST REDUCTION – LAUNCH

- H1**Use 20% Fewer Membership Rewards® Points on Select Gift Cards
- Body**Treat your loved ones to a little something extra this holiday season. Shop major brands and see how you can use 20% fewer points on select gift card purchases. Terms apply.
- CTA**See Gift Cards

GCSG VALUE INCREASE – LAUNCH

- H1**Use 20% Fewer Membership Rewards® Points on Select Gift Cards
- Body**Treat your loved ones to a little something extra this holiday season. Shop major brands and see how you can take points 20% further on select gift card purchases. Terms apply.
- CTA**Explore Gift Cards

GCSG COST REDUCTION – REMINDER

- H1**Discount Ends Soon: Use 20% Fewer Points on Select Gift Cards
- Body**'Tis the season to celebrate with Membership Rewards® points. Don't miss the chance to redeem 20% fewer points on select gift card purchases for friends and family. Terms apply.
- CTA**View Gift Cards

GCSG VALUE INCREASE – REMINDER

- H1**Discount Ends Soon: Use 20% Fewer Points on Select Gift Cards
- Body**Tis the season to celebrate with Membership Rewards® points. Don't miss the chance to take points 20% further on gift card purchases for friends and family. Terms apply.
- CTA**Shop Now

MR OFFER HUB

GCS COST REDUCTION – LAUNCH

- H1** Use 20% Fewer Membership Rewards® Points on Select Gift Cards
- Body** Treat your team – or yourself – to a little something extra this holiday season. Shop major brands and see how you can use 20% fewer points on select gift card purchases. Terms apply.
- CTA** Explore Gift Cards

GCS VALUE INCREASE – LAUNCH

- H1** Use 20% Fewer Membership Rewards® Points on Select Gift Cards
- Body** Treat your team – or yourself – to a little something extra this holiday season. Shop major brands and see how you can take points 20% further on select gift card purchases. Terms apply.
- CTA** Explore Gift Cards

GCSG COST REDUCTION – EARLY TENURE

- H1** Use 20% Fewer Membership Rewards® Points on Select Gift Cards
- Body** See what Membership Rewards® points can do. Shop major brands this holiday season and use 20% fewer points on select gift card purchases for loved ones or yourself. Terms apply.
- CTA** Start Redeeming

GCSG VALUE INCREASE – EARLY TENURE

- H1** Use 20% Fewer Membership Rewards® Points on Select Gift Cards
- Body** See what Membership Rewards® points can do. Shop major brands this holiday season and take points 20% farther on select gift card purchases for friends and family. Terms apply.
- CTA** Start Redeeming

Next Steps

Timing

Launch

- **8/29** – R3 MP review + Submit Deliverables for LOBCO/GCT/MCR & share with Giftcard Partners for review
- 9/9 – LOBCO/GCT/MCR + Giftcard Partner Feedback due
- 9/10 – Handoff of final copy docs for Digital Placements
- **9/25** – R1 MP Development Review of Launch emails
- 9/26 – R1 Development Feedback due
- **10/2** – R2 MP Review + Approval of Launch emails
- 10/2 – Deliver Launch emails to SFMC partner
- 10/13 – Launch emails live

Reminder

- 9/10 – Handoff of final copy docs for Digital Placements
- **9/24** – R3 MP review + Submit Deliverables for LOBCO/GCT/MCR & share with Giftcard Partners for review
- 10/7 – LOBCO/GCT/MCR + Giftcard Partner Feedback due
- **10/28** – R1 MP Development Review of Reminder emails
- 10/29 – R1 Development Feedback due
- **11/11** – R2 MP Review + Approval of Reminder emails
- 11/12 – Deliver Reminder emails to SFMC partner
- 11/21 – Reminder emails live

Thank you.



The American Express Internal Creative Agency