

American Express - Realise the Potential

American Express' objectives

- American Express wanted to position the brand as contemporary and customer friendly, moving away from the perception that it's for business people only.
- Show the benefits of being a cardholder.

Advertising

New Scientist was a major publishing partner for the Realise the Potential campaign. Appearing in the magazine, New Scientist ran a one page advertorial focusing on how American Express is the ultimate travel companion that can give you rewards to use on your trip, or which can even be used towards a future trip.

American Express also ran a range of ads across newscientist.com as part of this campaign, including a homepage takeover, overlays and page peels. The click through rates for these ads proved strong, performing among the best of all advertisers running this campaign, with certain MPU's generating an excellent click through rate of 0.5%.