

Industry Case Study

American Express DOOH Partner, Verifone Media

Verifonemedia



Campaign Objective:

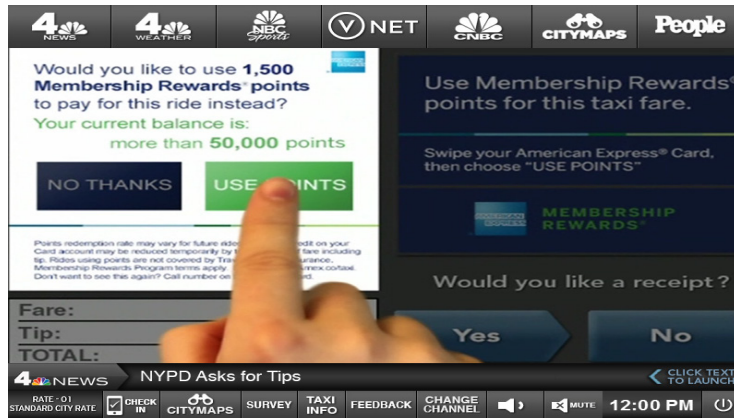
Create a relevant environment for AMEX to launch its new “Pay With Points” campaign, reaching its target audience (travelers who are loyal AMEX cardholders).

Proposed Solution:

Run a :30 Super Premium Spot and own the Payment Screen Sponsorship, with a custom screen that allows cardholders to pay their fare with rewards points.

Key Takeaways:

- Tens of millions of points redeemed in the first four months of the campaign.
- 30K individual trips paid for with points.



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OF POINTS REDEEMED IN THE FIRST FOUR MONTHS OF THE CAMPAIGN

30K

INDIVIDUAL TRIPS PAID FOR WITH POINTS