

HAVE CONFIDENCE!

Only you can do what you do (and you can prove it)

Journey with me inside the mind of
a communications professional



On one hand we think we can
do anything

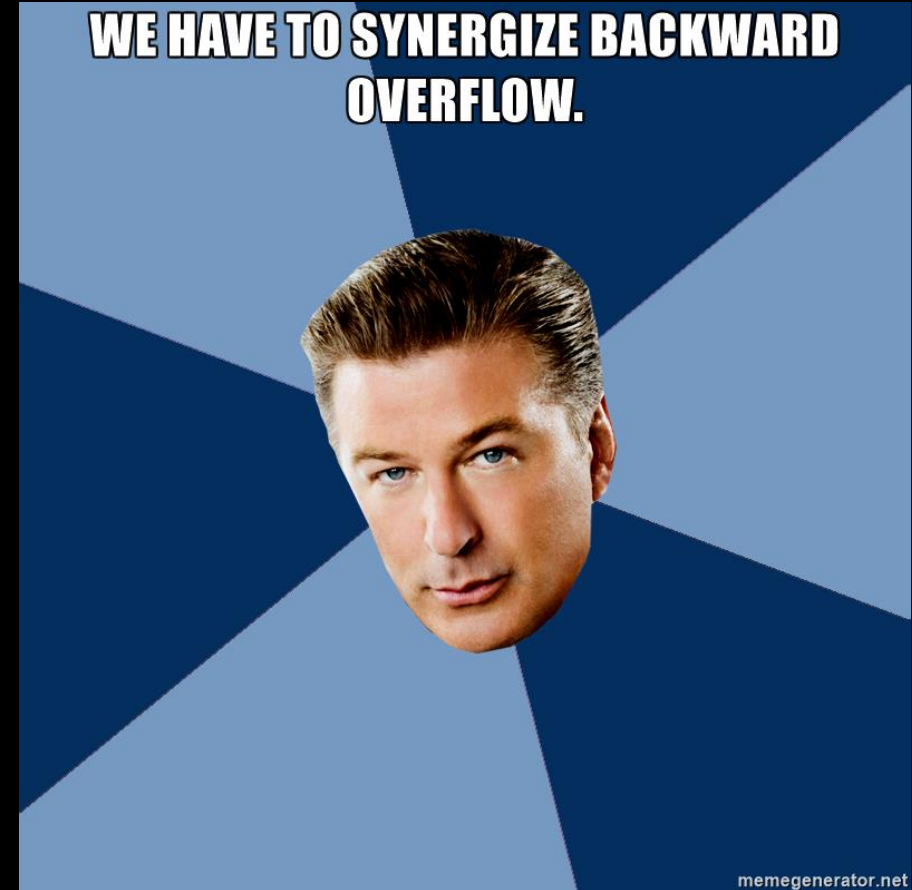


On the other, we always
want to be loved



WE HAVE A LANGUAGE PROBLEM

- EBITDA, CAGR, BCV, DBV, NPV, IRR; that isn't how we talk
- Sometimes we fall into a trap of trying to measure the things we think our business will be interested in without remembering why we're here



"I'LL ASK THE AUDIENCE"



PR is the hug



WARNING! DATA AHEAD

AUSTRALIA PLATINUM CARD ACQUISITION TEST

Initial Consideration video link ad

American Express (AU) ✓
April 26 · 🌐 · Travel

"If you cook together, you stay together". The team at noma say they're more like a family. Amex Invites found out how they got on with their latest adventure; to Sydney, Australia



172K Views

Like Comment Share

Active Evaluation link ad

American Express (AU) ✓
May 10 · 🌐 · Food · Travel

Discover Australia's restaurant gems with access to your own 24/7 concierge service!



American Express® The Platinum Card

Uncover a world of dining experiences

Enjoy the benefits of a dedicated concierge service that can get you into Australia's best restaurants, or help you uncover the latest hidden gems on the local dining scene. *T&C apply

WWW.AMERICANEXPRESS.COM

Like Comment Share

Moment of Purchase link ad

American Express (AU) ✓
May 10 · 🌐

Let Life Become Limitless



The American Express Platinum Card

Amex Platinum Card Members can look forward to more rewarding dining experiences. Discover what your concierge can deliver, learn more. *T&Cs apply.

WWW.AMERICANEXPRESS.COM

Like Comment Share

AUSTRALIA



HONG KONG: AMERICAN EXPRESS I.T CASHBACK CARD

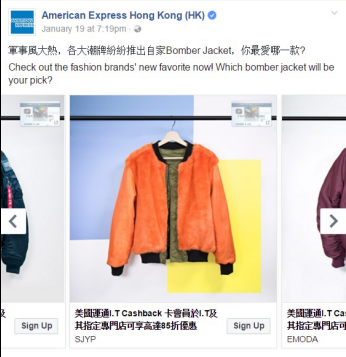
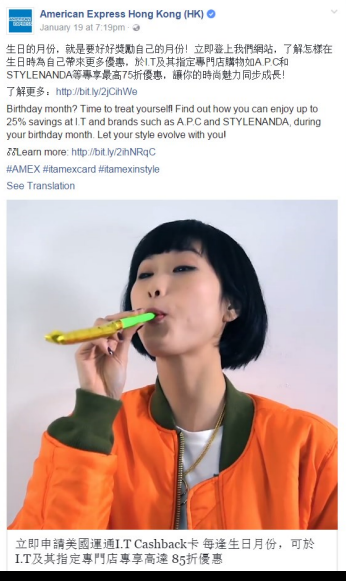
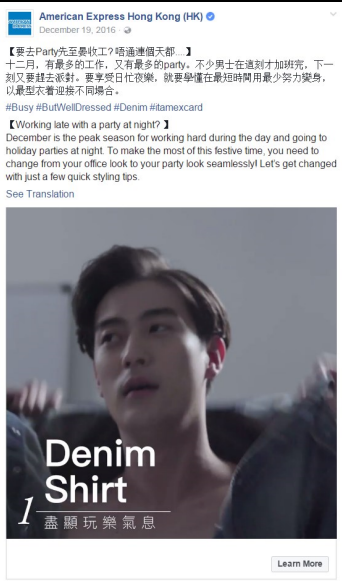
“_____, #BUTWELLDRESSED” CAMPAIGN

Overview:

This social test examined direct effects of brand and product awareness content on card acquisition through Facebook. The test ran four brand awareness videos and eight product awareness assets before running acquisition ads. This test indicated that a funnel message approach is an effective social strategy to cultivate a highly relevant prospect audience and generate leads.



- Objective:** Create relevancy / prospect pool
- Approach:** “_____, #ButWellDressed” fashion tips
- Objective:** Educate key value props
- Approach:** Rich content to capture attention
- Objective:** Acquire new cards
- Approach:** Retargeting off from Phase 1 & 2



HONG KONG



| SO HAVE A LITTLE
CONFIDENCE!

