

Making membership count

- + Brand Research
- + Brand Strategy
- + Simplification
- + Brand Architecture
- + Corporate Identity Design
- + Naming
- + Brand Evangelism and Training
- + Internet Strategy and User Experience Design
- + Brand Collateral Development

The American Express card is currency for nearly 90 million cardholders worldwide. As the Agency of Record for American Express' brand identity, Siegel+Gale works with the Global Advertising and Brand Management team to support and grow the American Express brand. We have managed nearly 300 projects for the company which has built its brand on world class service and personal recognition.

To bring the expression of these values to another level, we recently developed a strategic platform around the powerful benefits of membership as an American Express core promise. As the strategy launches, it will serve as the connective tissue that ensures brand consistency and strength across the company's offerings.

Organization and structure

Integral to building the American Express brand is defining all products and services in a value proposition relevant to the customer. This means assembling a comprehensive visual toolbox where each product stands apart, yet supports the overarching promise. We work to ensure all new products impact the marketplace and build on the iconic American Express imagery.

Co-branding: volume control

American Express often partners with other powerfully branded organizations, including BMW and Harrods, on partner programs that target specific customer affinities. These partnerships require carefully judged co-branding strategies to find mutually beneficial marketing solutions. We are experts at amplifying the American Express brand just enough to hear the partner's voice, combining American Express' premium qualities with a design that chimes with the partner—leveraging both groups' equities.

Fantastic plastic and tactile titanium

We live and breathe card technology—turning grand aspirations into executable, secure solutions. Examples include the patented clear-card technology invented for the Blue card, the most successful product launch ever. Or the laser-etched titanium Centurion “no limit” card and the charcoal-finished premium card for Delta Airlines. Each card's packaging and marketing collateral receives close attention to ensure it reflects the card positioning. Extending the brand experience, we partner with American Express to design retail environments for its travel service offices.

A true partnership

Wherever American Express considers taking its iconic brand, Siegel+Gale is there to listen, counsel, and innovate. With every product, we aim for the American Express customer to feel good about the card in his or her wallet.



simple is smart

siegelgale.com



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