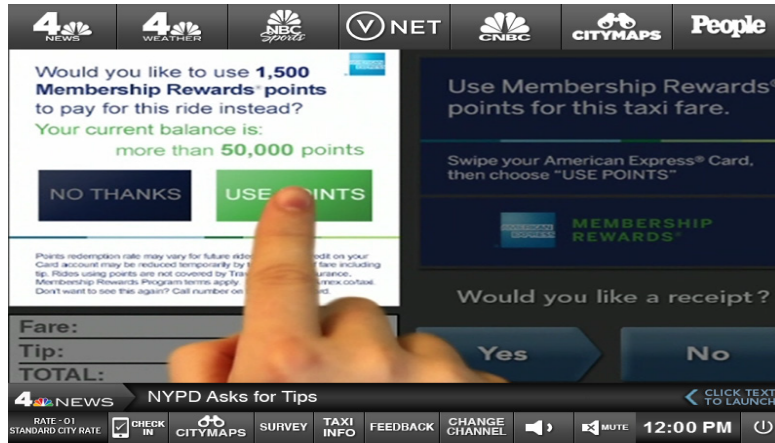


## TAXI MEDIA: CASE STUDY



## AMERICAN EXPRESS INTRODUCING A NEW TECHNOLOGY

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

AMEX ran a :30 Super Premium Spot and owned the Payment Screen Sponsorship, with a custom screen that allowed cardholders to pay their fare with rewards points.

**TENS OF MILLIONS**  
OF POINTS REDEEMED IN THE FIRST FOUR  
MONTHS OF THE CAMPAIGN

**30K**  
INDIVIDUAL TRIPS PAID FOR  
WITH POINTS



1

Source: VeriFone Internal Data 2014, Client Data 2014

**Verifone**media