



online advertising effectiveness study

2010



Campaign & research objectives



Brand



Campaign objectives

In 2009 American Express, one of the world's largest financial services organisations, initiated the 'Realise the Potential' campaign, a brand campaign with an objective to reposition American Express as a lifestyle service rather than a transactional device. Successful to date, the campaign continued throughout 2010, with ninemsn challenged to support the campaign through a unique concept allowing users to directly interact with the brand whilst reinforcing brand associations of travel experiences and quality.



Solution



ninemsn solution

ninemsn supported the campaign through the creation of 'Find me a holiday', an innovative, highly interactive Flash application sitting within the Travel vertical of the ninemsn portal. The application allowed users to select a particular set of criteria based around a potential future holiday, including but not limited to holiday type and budget, with the application then automatically choosing a holiday destination for them based on their selections.

American Express ad unit and brand placements were strategically integrated into the design of the application, ensuring support of brand awareness and audience alignment with the American Express brand, consistency with and amplification of the key American Express message of 'Realise the Potential' in line with the overall application concept, and effective, strong interaction and engagement with the target audience.

