

**Tagline: “*Your Platform. Your Power. Your AmEx.*”**

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**Who is our target audience?**

Millennial and Gen Z content creators who are building businesses on TikTok and other short-form video platforms. These creators may be influencers, educators, artists, or entrepreneurs—turning passion into profit through social commerce.

They value financial independence, platform flexibility, and tools that legitimize and scale their creative work. Digitally native and brand-savvy, they’re motivated by community, self-expression, and income equity—and they’re seeking partners that take them seriously.

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**Where will this ad appear?**

This campaign will appear on billboards and other out-of-home (OOH) placements, especially in high-traffic creative hubs like Los Angeles, New York City, and cities known for both creator communities and entrepreneurial momentum.

The message is designed to be short, bold, and empowering—perfectly suited for OOH environments where attention spans are limited but impressions are meaningful. These locations become visual affirmations that **AmEx sees creators not just as influencers, but as serious, independent business owners.**

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**What is the goal?**

The goal of this campaign is to reposition American Express as the most **creator-forward**

**financial brand**—one that recognizes content creators as entrepreneurs with real business potential.

By aligning AmEx's legacy of small business support with this rising generation of digital entrepreneurs, the ad builds confidence and legitimacy. It communicates: *If we helped Main Street grow, we'll help you grow too.*

This campaign isn't about transactional capitalism—it's about **backing people** with vision, creativity, and purpose.

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### **Why do we need this ad?**

Because financial empowerment should not be limited to legacy business owners or top-tier clients. As the economy evolves and more individuals build careers through platforms and passion, brands like American Express have a responsibility to step up.

This campaign reminds the world that **AmEx has always stood behind small businesses—and today's creators are no different.** By showing up for them, AmEx makes its brand more inclusive, more human, and more powerful.

### AI Citation:

- “I would say millennials and GenZ who are content creators on tiktok platforms. I would want to include tiktok users, but this tagline sounds more targeted at empowering the creators, so I wouldn't be adding them to my target audience. what do you think” prompt. *ChatGPT*, Mar. 2025 version, OpenAI, 26 Mar. 2025, <https://chat.openai.com/chat>
- “Please help me revise my paragraph in professional manner.” prompt. *ChatGPT*, Mar. 2025 version, OpenAI, 26 Mar. 2025, <https://chat.openai.com/chat>
- “Here is the full writing of my creative brief, please help me fix the structure to make the transition more smooth.” prompt. *ChatGPT*, Mar. 2025 version, OpenAI, 26 Mar. 2025, <https://chat.openai.com/chat>