

Thought-Leadership Piece

Citation:

- American Express and TikTok launch the #ShopSmall Accelerator to help small businesses reach new audiences on Small Business Saturday. Business Wire, Nov. 14, 2022.
<https://www.businesswire.com/news/home/20221114005124/en/American-Express-and-TikTok-Launch-the-ShopSmall-Accelerator-to-Help-Small-Businesses-Reach-New-Audiences-on-Small-Business-Saturday>
- Casperson, Nicole. "Why the Future of TikTok Impacts the Fintech Industry." *Forbes*, 27 Mar. 2023,
<https://www.forbes.com/sites/nicolecasperson/2023/03/27/why-the-future-of-tiktok-impacts-the-fintech-industry/>
- Briggs, Ellyn. "Influencers Aren't Going Anywhere, and Their Power Is Expanding." *Morning Consult*, 1 Oct. 2024,
<https://pro.morningconsult.com/analysis/influencers-content-creators-evolving-power-2024>
- Bank of America. "Parent Trap: Nearly Half of Adult Gen Zers Getting Financial Help From Family." *Bank of America Newsroom*, July 2024.
<https://newsroom.bankofamerica.com/content/newsroom/press-releases/2024/07/parent-trap--nearly-half-of-adult-gen-zers-getting-financial-hel.html>

AI Citation:

- "Help me brainstorm some ideas about a thought-leadership piece as the CEO of American Express, promoting a new TikTok commerce platform for creators. I want to

address the new launching with their old but powerful campaign ShopSmall.” prompt.

ChatGPT, Mar. 2025 version, OpenAI, 20 Mar. 2025, <https://chat.openai.com/chat>

- *“Can you help me fix my draft, the tone should be confident and visionary, with warm, values-driven language. I want to tie this to AmEx’s #ShopSmall campaign and address ESG themes, particularly around creator empowerment and business equity.” prompt.*

ChatGPT, Mar. 2025 version, OpenAI, 20 Mar. 2025, <https://chat.openai.com/chat>

- *“I want to combine two narrative concepts: one about treating creators as entrepreneurs (#ShopSmall evolution) and the other about fixing inequities in the creator economy into a single professional, compelling article.” prompt. ChatGPT, Mar. 2025 version, OpenAI, 21 Mar. 2025, <https://chat.openai.com/chat>*

- *“Revise the opening of the article to reduce one-sentence paragraphs and improve flow. And please help me restructure the writing into a professional CEO tone” prompt.*

ChatGPT, Mar. 2025 version, OpenAI, 21 Mar. 2025, <https://chat.openai.com/chat>

Infographic

Citations:

- American Express. "MAP FAQs." *American Express Merchant Services*, 2024, <https://www.americanexpress.com/us/merchant/map-faqs.html>.
- American Express. "Corporate Sustainability." *American Express Company Website*, 2024, <https://www.americanexpress.com/en-us/company/corporate-sustainability/community-impact>.
- American Express. "American Express Releases 2022 Diversity, Equity & Inclusion (DE&I) Report." *Business Wire*, 23 Nov. 2022,

<https://www.businesswire.com/news/home/20221123005391/en/American-Express-Releases-2022-Diversity-Equity-Inclusion-DEI-Report>.

- Axios. "Authentic Impact: How Companies Are Communicating with Purpose." *Axios Communicators*, 5 Dec. 2024,
<https://www.axios.com/2024/12/05/companies-impact-communications-authentic-campaigns>.
- Main Street America. "Backing Small Businesses Grant Program." *Main Street America*, 25 June 2024,
<https://mainstreet.org/about/partner-collaborations/backing-small-businesses>.
- American Express. "American Express Announces Record Full-Year 2023 Revenue of \$60.5 Billion, Up 14% on a Reported Basis and 15% on an FX-Adjusted Basis." *American Express Investor Relations*, 26 Jan. 2024,
<https://ir.americanexpress.com/news/investor-relations-news/investor-relations-news-details/2024/American-Express-Announces-Record-Full-Year-2023-Revenue-of-60.5-Billion-Up-14-on-a-Reported-Basis-and-15-on-an-FX-Adjusted-Basis/default.aspx>.

AI Citations:

- "Help me structure a data-driven infographic on American Express using real sources under three categories: global impact, small business support, and inclusion & equity." prompt. ChatGPT, Mar. 2025 version, OpenAI, 22 Mar. 2025,
<https://chat.openai.com/chat>
- "Fact-check and format all sources in AP Style for WordPress submission." prompt. ChatGPT, Mar. 2025 version, OpenAI, 22 Mar. 2025, <https://chat.openai.com/chat>
- "Generate an AI usage disclosure for my Spring 2025 Comp Exam infographic." prompt. ChatGPT, Mar. 2025 version, OpenAI, 22 Mar. 2025, <https://chat.openai.com/chat>

Corporate Media Analysis Report

Citations:

- Reuters. "AmEx Beats Revenue Expectations on Strong Holiday Season Spending." *Reuters*, Jan. 26, 2024.
<https://www.reuters.com/business/finance/amex-profit-jumps-resilient-credit-card-spending-2025-01-24/>
- Reuters. "AmEx Profit Beats Estimate on Robust Customer Spending." *Reuters*, Oct. 18, 2024.
<https://www.reuters.com/business/finance/amex-profit-beats-estimate-robust-customer-spending-2024-10-18/>
- Nasdaq. "AmEx Q4 Earnings Beat Estimates on Strong Billed Business." *Nasdaq*, Jan. 26, 2024.
<https://www.nasdaq.com/articles/amex-q4-earnings-beat-estimates-strong-billed-business>
- Reuters. "AmEx Forecasts Upbeat 2024 Profit as Credit Card Spending Stays Resilient." *Reuters*, Jan. 26, 2024.
<https://www.reuters.com/business/finance/american-express-misses-profit-estimates-higher-loan-loss-provisions-2024-01-26/>
- The Motley Fool. "American Express Is Raising Its Dividend by an Impressive 17%." *The Motley Fool*, Mar. 23, 2025.
<https://www.fool.com/investing/2025/03/23/american-express-just-boosted-its-dividend-by-an-impressive-17/>

- AlphaSense. “American Express Co. (AXP) Q4 2024 Earnings – Summary & Highlights.”
AlphaSense, Jan. 26, 2024.
<https://www.alpha-sense.com/earnings/AXP/>

AI Citations:

- *“Help me select the most supportive media articles for my corporate media analysis report on American Express Q4 earnings from the article list that I gave to you and tell me why.” prompt. ChatGPT, Mar. 2025 version, OpenAI, 23 Mar. 2025,*
<https://chat.openai.com/chat>
- *“I would like to address a specific point from this article talking about GenZ’s behavioral change on consumption from AmEx, please help me refine my paragraph to make it a better fit in my report” prompt. ChatGPT, Mar. 2025 version, OpenAI, 23 Mar. 2025,*
<https://chat.openai.com/chat>
- *“Help me review and revise my draft, and delete all the redundant words and sentences, I need the word count to be around 500, I have too much right now. At the same time, help me fix my tone and sentence into a professional analysis style. Thank you!” prompt. ChatGPT, Mar. 2025 version, OpenAI, 23 Mar. 2025, <https://chat.openai.com/chat>*

Creative Brief & Tagline

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>

SWOT

Citations:

- "American Express Announces Record FY 2024 Revenue, Up 9%" prompt. *American Express Investor Relations*, 26 Jan. 2025, <https://ir.americanexpress.com/news/investor-relations-news/investor-relations-news-details/2025/American-Express-Announces-Record-FY-2024-Revenue-Up-9-or-10-on-an-FX-Adjusted-Basis/default.aspx>
- "American Express: Strong New Card Acquisitions and Loan Growth Drive Growth in 2024" prompt. *Morningstar*, Nov. 2024, <https://www.morningstar.com/company-reports/1249524-american-express-strong-new-card-acquisitions-and-loan-growth-drive-growth-in-2024>
- "American Express's Main Competition" prompt. *Investopedia*, 14 May 2015, <https://www.investopedia.com/articles/personal-finance/051415/american-expresss-main-competition.asp>
- "American Express hails benefits of youth" prompt. *The Times (UK)*, 21 Oct. 2024, <https://www.thetimes.co.uk/article/american-express-hails-benefits-of-youth-gvkm6stpl>
- "Decoding American Express Co (AXP): A Strategic SWOT Insight" prompt. *Yahoo Finance*, 9 Feb. 2024, <https://finance.yahoo.com/news/decoding-american-express-co-axp-051922517.html>

- "Advantages of having an American Express card in 2024?" prompt. *Bogleheads Forum*, 28 Apr. 2024, <https://www.bogleheads.org/forum/viewtopic.php?t=430630>
- "American Express Acquires Tock" prompt. *Wikipedia*, June 2024, https://en.wikipedia.org/wiki/American_Express
- "Why American Express Isn't Universally Accepted" prompt. *Bankrate*, 18 Mar. 2025, <https://www.bankrate.com/credit-cards/business/why-american-express-isnt-universally-accepted/>
- "American Express to Pay \$230 Million to Settle U.S. Charges" prompt. *Reuters*, 16 Jan. 2025, <https://www.reuters.com/business/finance/american-express-pay-1087-mln-settle-deceptive-marketing-allegations-justice-2025-01-16/>
- "American Express's SWOT Analysis: Stock Navigates Spending Trends, Credit Risks" prompt. *Investing.com*, 19 Mar. 2025, <https://www.investing.com/news/swot-analysis/american-expresss-swot-analysis-stock-navigates-spending-trends-credit-risks-93CH-3937410/>
- "Amex Customers' Fury Over Mystery Payments as Credit Cards Are Frozen and Fraud Helpline 'Flooded' with Calls" prompt. *The Scottish Sun*, Oct. 2024, <https://www.thescottishsun.co.uk/money/13705301/amex-customers-fury-long-wait-fraud-helpline-mystery-payments/>
- "American Express's Reach Increases as Global Partnerships Grow" prompt. *American Express Newsroom*, Aug. 2023, <https://www.americanexpress.com/en-us/newsroom/articles/regions/american-express-reach-increases-as-global-partnerships-grow.html>
- "Amex Trendex: B2B Payments Study Finds 8 in 10 Businesses Plan to Improve Payments Processes in 2025" prompt. *American Express Newsroom*, Mar. 2025,

<https://www.americanexpress.com/en-us/newsroom/articles/amex-for-business/amex-trend-index--b2b-payments-study-finds-8-in-10-businesses-plan-t.html>

- "Small Businesses Embrace Tech, Eyeing Growth in 2025: American Express Survey" prompt. *ABL Advisor*, Jan. 2025, <https://www.abladvisor.com/news/40008/small-businesses-embrace-tech-eyeing-growth-in-2025-american-express-survey>
- "American Express Joins Alipay Digital Payment System in China" prompt. *Reuters*, Feb. 2025, <https://www.reuters.com/business/finance/american-express-joins-alipay-digital-payment-system-china-2025-02-25/>
- "American Express Travel: 2025 Trending Destinations" prompt. *American Express Travel*, 2025, <https://www.americanexpress.com/en-us/travel/discover/get-inspired/trending-destinations>
- "American Express Notifies Customers of Data Breach" prompt. *SecurityWeek*, 5 Mar. 2024, <https://www.securityweek.com/american-express-discloses-data-breach/>
- "US Consumers Slow Spending as Inflation Bites, Synchrony Says" prompt. *Reuters*, 25 Mar. 2025, <https://www.reuters.com/world/us/us-consumers-slow-spending-inflation-bites-synchrony-says-2025-03-25/>

AI Citations:

- "Here is my report and all the resources I have used for it, please read it through and help me clear out the strengths that I mentioned in my report." prompt. *ChatGPT*, Mar. 2025 version, OpenAI, 25 Mar. 2025, <https://chat.openai.com/chat>

- “Please help me fix my tone and sentence structure in each bullet point, I want it to be professional.” prompt. *ChatGPT*, Mar. 2025 version, OpenAI, 25 Mar. 2025, <https://chat.openai.com/chat>
- “Please help me filter out some of the articles that I gave you to support me in crafting the weakness of the AmEx. I only want to use 5.” prompt. *ChatGPT*, Mar. 2025 version, OpenAI, 25 Mar. 2025, <https://chat.openai.com/chat>
- “Based on my input of the weakness that I provided to you, please help me revise my tone and writing into professional writing style.” prompt. *ChatGPT*, Mar. 2025 version, OpenAI, 25 Mar. 2025, <https://chat.openai.com/chat>
- “Can you help me find more articles talking about AmEx’s opportunities? I am having a hard time. Please give me 5 articles from professional sources, I want to pick 2 among them.” prompt. *ChatGPT*, Mar. 2025 version, OpenAI, 26 Mar. 2025, <https://chat.openai.com/chat>
- “Can you help me double check the opportunities I listed, I do not want to mess up with strength.” prompt. *ChatGPT*, Mar. 2025 version, OpenAI, 26 Mar. 2025, <https://chat.openai.com/chat>
- “Please help me double check if these are threats (external) or weakness (internal).” prompt. *ChatGPT*, Mar. 2025 version, OpenAI, 26 Mar. 2025, <https://chat.openai.com/chat>
- “Are there any policy changes for government that can threaten AmEx? Please help me find 3 articles from professional sources for me to pick.” prompt. *ChatGPT*, Mar. 2025 version, OpenAI, 26 Mar. 2025, <https://chat.openai.com/chat>
- “Can you help me review my SWOT, and help me revise the tone and sentence structure in a professional way.” prompt. *ChatGPT*, Mar. 2025 version, OpenAI, 26 Mar. 2025, <https://chat.openai.com/chat>