

# AMERICAN EXPRESS CASE STUDY



**MOBILE  
MEDIA**



# CAMPAIGN SUMMARY

## ACE, EXPRESS DELIVERY.

American Express used fully branded Pedicabs to create brand experiences for tennis fans around the 2019 Wimbledon Championship.

Across two weeks, a convoy of seven Pedicabs provided free travel from London commuter hotspots to the Wimbledon centre stage. Fully liveried in American Express branding and visible from every angle. We created positive experiences with the target audience as well as increasing trust.

American Express were able to use our Pedicabs to make audiences' journeys easier and more memorable. (That's an audience of thousands of attendees).

Many took to social media to post their experiences and share their love for the campaign. That's called making an impact.

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The image shows three pedicabs parked on a city street. The background includes storefronts for 'TARA Kids', 'Le Parlour Nails & Beauty', and 'FRANCO MANCA'. A person in a blue shirt and cap is walking in the distance. The scene is overlaid with a semi-transparent dark blue filter and large yellow text statistics.

**1575+**

PEDICAB JOURNEYS

**3000+**

HAPPY GUESTS

**3465+**

MILES TRAVELLED

# MOBILE MEDIA

THANK YOU