

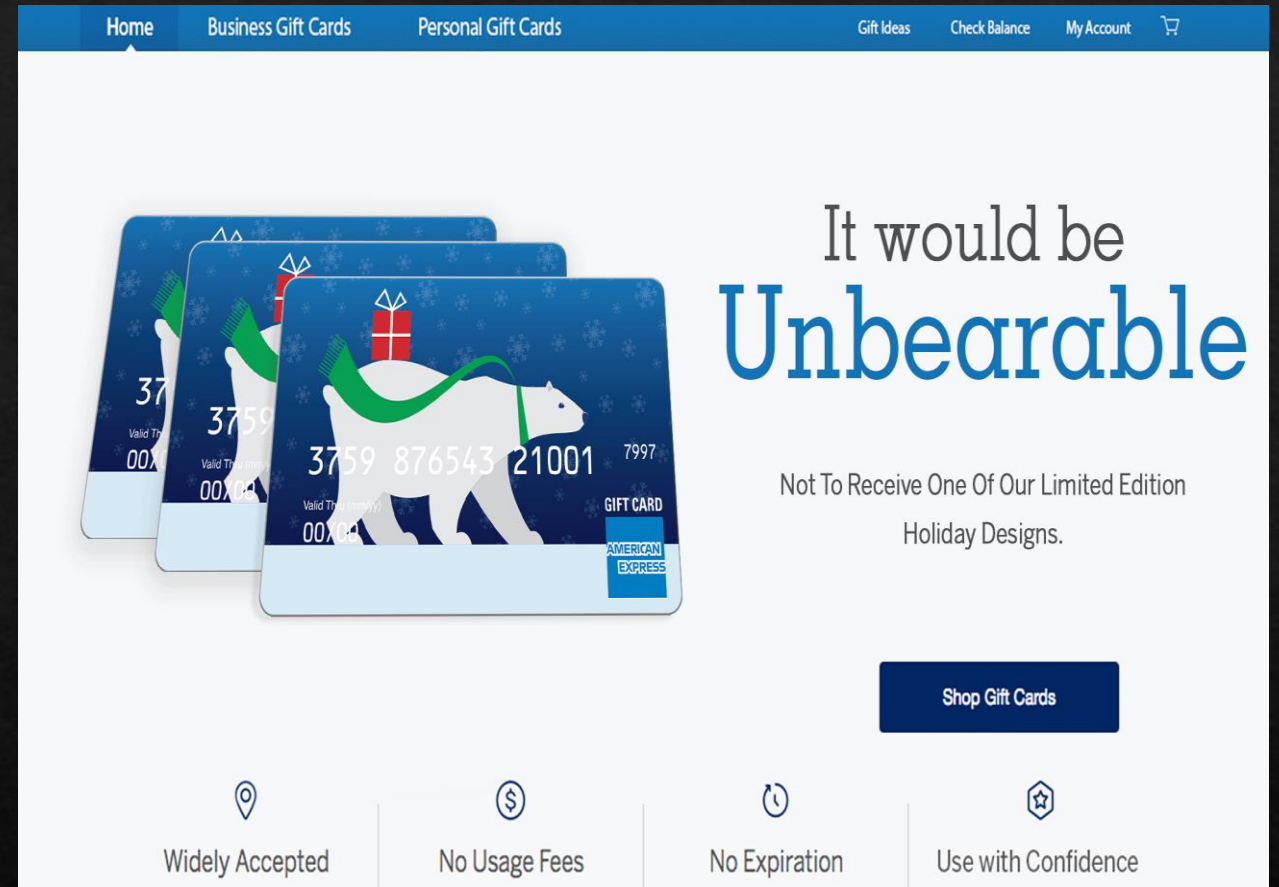


Hero Image Content & Retail Copy

KC Green
kacee@thekcgreen.com

Responsible for copywriting and developing theme for holiday card campaign, including using consumer research to highlight relevant features.

Amexgiftcard.com site copy & hero image copy 2019



The screenshot shows the top of the Amexgiftcard.com website. The navigation bar is blue with white text for 'Home', 'Business Gift Cards', and 'Personal Gift Cards'. On the right, there are links for 'Gift Ideas', 'Check Balance', 'My Account', and a shopping cart icon. The main content area features a hero image of three overlapping American Express gift cards with a blue background, white snowflakes, and a polar bear wearing a green scarf and holding a red gift box. The card numbers are partially visible: 3759 876543 21001 7997. To the right of the cards, the text reads 'It would be Unbearable' in a large, blue, serif font. Below this, in a smaller black font, it says 'Not To Receive One Of Our Limited Edition Holiday Designs.' A dark blue button with white text 'Shop Gift Cards' is positioned below the text. At the bottom, there are four icons in a row: a location pin, a dollar sign, a clock, and a shield. Below each icon is a text label: 'Widely Accepted', 'No Usage Fees', 'No Expiration', and 'Use with Confidence'.

Home Business Gift Cards Personal Gift Cards Gift Ideas Check Balance My Account

It would be
Unbearable

Not To Receive One Of Our Limited Edition
Holiday Designs.

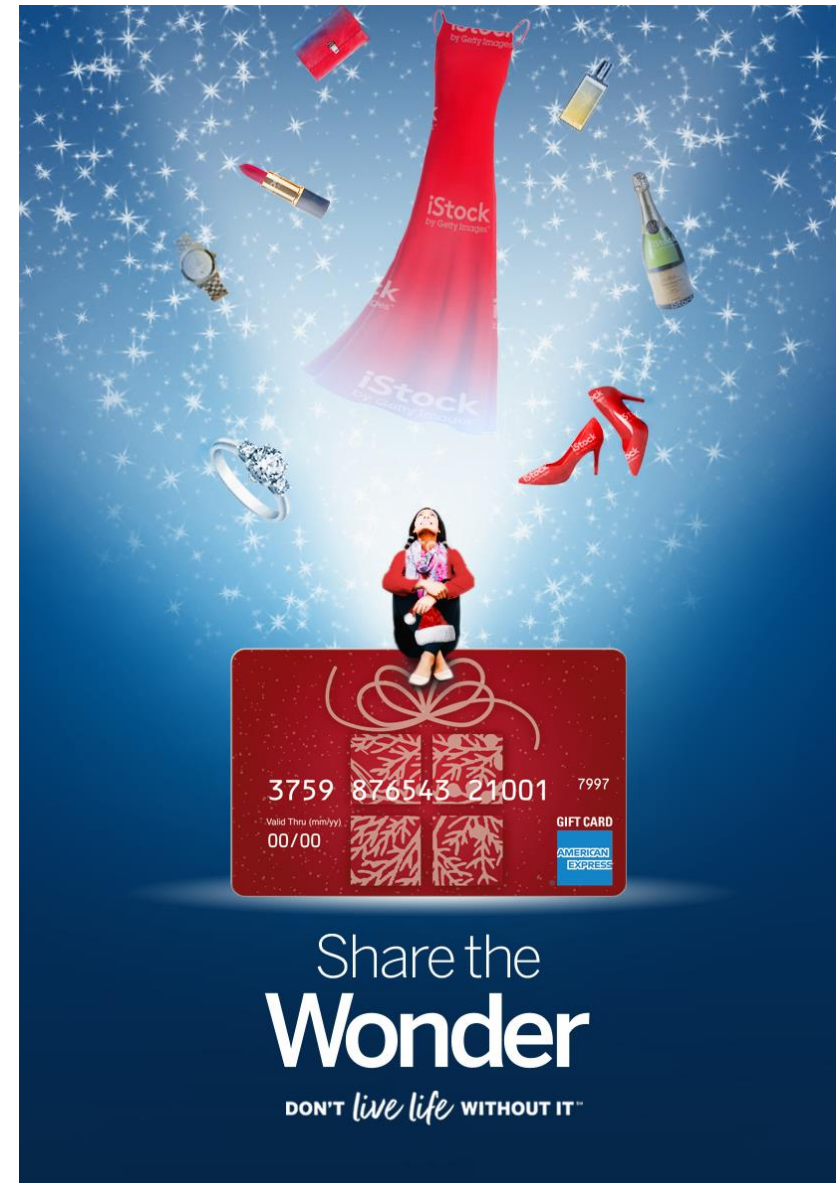
Shop Gift Cards

Widely Accepted No Usage Fees No Expiration Use with Confidence

Amexgiftcard.com site copy & hero image copy 2019

Amex Gift Card Holiday Campaign

(Responsible for 'Share the
Wonder' tagline & copy)



[Home](#)[Business Gift Cards](#)[Personal Gift Cards](#)[Gift Ideas](#)[Check Balance](#)[My Account](#)

Not a creature was stirring Except a Mouse

Shopping is Just a Click Away
with American Express Gift Cards

[Shop Gift Cards](#)

Widely Accepted



No Usage Fees



No Expiration



Use with Confidence

EXPRESS

Business Gift Cards

Personal Gift Cards

Check Balance

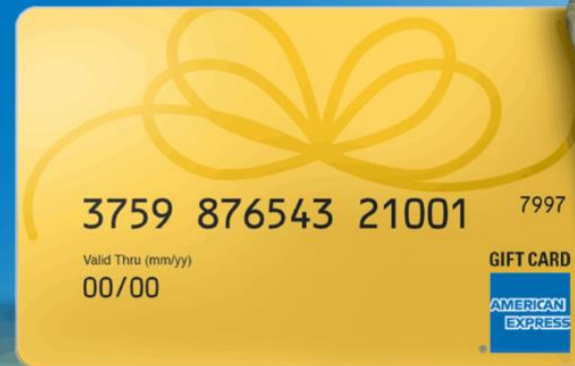


GIFT CARDS AND BUSINESS GIFT CARDS

Say it with

American Express® Gift Cards.
A great way to show your appreciation.

Shop Gift Cards





Just take a Bow

For That Last Minute Gift.
Order Limited Edition Holiday Designs.

[Shop Gift Cards](#)

Widely Accepted



No Usage Fees



No Expiration



Use with Confidence

Facebook Ad
2020
Vanilla Gift
Card

What a Wonderful Way to Say

I



YOU

**For all of your sweethearts
this Valentine' Day.**



Vanilla.

4000 1234 5678 9010

CARD EXPIRES 05/26

A GIFT FOR YOU

VALID ONLY IN THE UNITED STATES


DEBIT

VISA

The Perfect Gift is Just a Click Away

The gift that says so many things. Congrats,
Thank You, Happy Birthday, and more.

[Shop Gift Cards](#)



Give Outside the Box
with Vanilla Gift Cards

The gift you know they will love
is just a click away.

[Shop Gift Cards](#)



Give the Gift They'll Pawsitively Love

Buy your Vanilla Gift Cards online today.

[Shop Gift Cards](#)

Retail Web Copy



Widely Accepted

More places than ever
welcome American Express®
Gift Cards.



No Usage Fees

This Gift Card has
no fees after purchase.



No Expiration

The funds on this Gift Card
do not expire.



Use with Confidence

Can be used online
and in-store.



[Learn more](#) about Business Gift Cards

Business Gift Cards

Perfect if you are ordering Gift Cards for a group, clients or customers. Pick a design for any occasion, and include a custom message along with your gift.

Business Gift Cards are available in amounts \$25-\$3,000.

[Shop Business Gift Cards](#)

Personal Gift Cards

Personal Gift Cards are best for orders of 5 Cards or less. Gift Cards are available in designs for any occasion and amounts \$25-\$3,000.

We recommend Business Gift Cards for groups, clients and customers.

Shop Gift Cards



[Learn more](#) about Personal Gift Cards

[Track Order](#) | [Store Locations](#) | [Gift Ideas](#)

Choose from over 20 American Express® Gift Card designs to find a perfect gift for all the important people in your life. Get a Business Gift Card for star employees or loyal customers. Or a Personal Gift Card for friends and family. Values range from \$25 to \$3,000, so American Express Gift Cards can be a thoughtful gift for any occasion. The benefits of American Express Gift Cards are numerous. They can be used virtually anywhere American Express is accepted in the U.S. Gift Card funds do not expire, there are no fees after purchase, and Gift Cards can be replaced if lost or stolen*. So, next time you need to say thank you, congratulations, or Happy Birthday, say it with a gift that shows you care.

*Restrictions apply. See [Cardholder Agreement](#).

Get the Latest Updates
[Sign up to receive the latest news, promo codes, and offers from American Express.](#)

EMAIL ADDRESS

Subscribe

Retail Packaging Copy



What is Bluebird?

More time to do the things that matter, that's what you can get from Bluebird. A bank account with tons of free features and few fees – and more convenient ways to save for big purchases or set something aside for a rainy day.

Enjoy our easy to use mobile app that gives you the freedom to do things like pay bills and transfer money all with a couple of quick and easy swipes.

Are you ready to Bluebird?



Get started with your Bluebird account in just minutes.

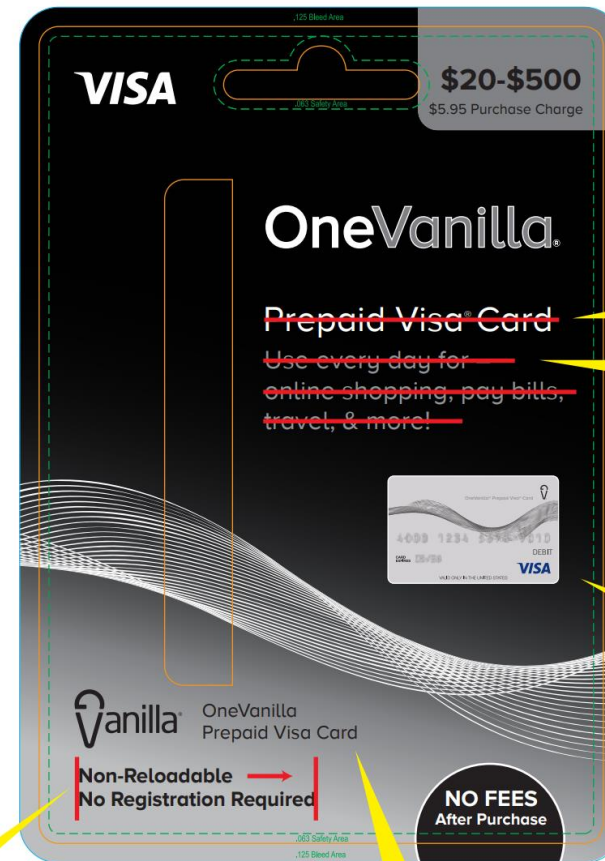
See our handy [Quick Tips](#) here!



bluebird

The Fine Print

Packaging Copy Revisions



Change to "Prepaid Visa® Gift Card", reduce size slightly and move up under OneVanilla

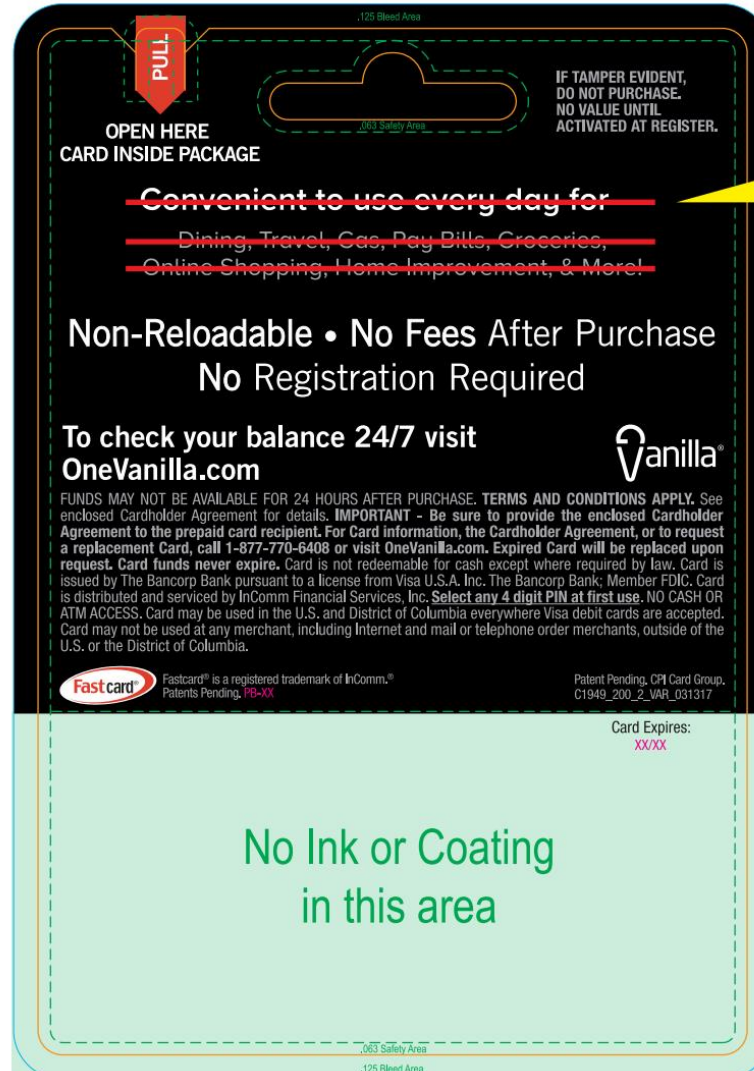
Change to "Stay on budget for shopping, travel, bills, and more!"

Make this larger and change the color to accent orange. Font should be semi bold.

Move card down slightly to enlarge text

Move No Registration Required and bump up the point size of Non-Reloadable.

Change to "OneVanilla Prepaid Visa® Gift Card".



Change to "Load how much you want. Use it for what you need. No worries about going over your budget."

In White