

User Scenario – A Corporate Partner

American Express

Sponsoring/Partnering

American Express partners with ProjectED motivated by their desire to increase visibility with potential millennial customers, and to increase satisfaction for current ones.

Potentiating Loyalty

To attract attention and potentiate loyalty among millennial customers the company creates an avenue to donate Amex Rewards Points directly to ProjectED, which the company will then match, up to a maximum dollar amount per year.

Increasing Visibility

American Express plans an event to coincide with “Freshmen Week”, Fall 2017.

Students and grads will be encouraged to share photos from their “freshman week at college”

- Via uploading to a website set up by AMEX – www.1stdayscollege.com
- Posting on Instagram, using - #1stdayscollege

For every photo shared American Express will donate \$1 to ProjectED, up to \$50,000.

Connect

Using social media and email they spread word of the campaign. Folk upload photos and are thanked for sharing their experiences, on the website, as this creates direct support for current student beneficiaries and future students, via ProjectED’s work.

A brief description of the Project is shared on the American Express 1stdayscollege website, and the ProjectED site is linked there as well.

Learn, Share, Donate

Users of the campaign learn about ProjectED when they go to the ProjectED platform.

There are info graphics and videos about the problem ProjectED is addressing. There are stories about beneficiaries and donors. From here many are inspired to share with their networks, and to make a small direct donation themselves, especially as there is a corporate match!

Engage

Inspired by Amex’s sponsorship of ProjectED, and having fun sharing photos, new and old, during the #1stdayscollege event, many students and grads, begin to follow the company on social media. The company is very pleased by this result.

Capturing New Customers

One year after Amex begins their partnership with the Project they evaluate the year’s credit applications for the millennial age group, ages 21 – 34. They see an increase in the number of applicants from last year. This is a positive outcome for the company. A decision is made to continue the partnership for the coming year