

# Bank Marketing Brief - Credit Card Campaign

## Campaign Overview

Elevate your spending power. Earn rewards on every purchase with our premium credit card. Looking for more flexibility? Our credit card offers cashback and exclusive benefits. Maximize your rewards. Use your card for everyday purchases and get rewarded.

## Offer Details

- **Action Name:** U+ FlexRewards Credit Card
- **Campaign code:** UPLUS-CC25
- **Campaign Name:** U+ FlexRewards Summer Push
- **Availability:** Between June 1, 2025 and August 31, 2025
- **LOB (aka Business Issue):** Grow
- **Group:** Credit cards

## Eligibility Criteria

Must be 18+ years old. Minimum credit worthiness threshold for credit card approval. Standard exclusions (incarcerated, deceased, etc). Prioritize customers who have visited the credit products page at U+ in the past. Not available in FL, VA and AK.

## Creative Drafts

[Visual assets featuring credit card use scenarios - shopping, dining, travel rewards]

## Channel Strategy

This offer will be deployed across multiple channels:

- **Digital:** Website banner, mobile app notification, personalized email campaign
- **Care Channel Integration:** Customer service representatives will have access to offer details and eligibility checking tools to promote the upgrade during service calls and chat sessions
  - Care agents can verify eligibility in real-time
  - Offer can be applied immediately during customer interactions

## ANALYTICS

- **Business value:** 50
- **Weight:** 10