

BRAND REDESIGN

Citi/Expedia+ no fee co-brand card

Aline Pereira

Visual/UX Designer - Expedia Partner Solutions

Jun/2018



PROJECT BACKGROUND



Project goal:

Increase credit card applications with customers that make purchases with it



Pain points:

Current offer attracts non-loyal customers that don't use the card after initial acquisition



Target audience:

- Adults 25-54 with a HHI of \$75K+ and frequent travelers
- Frustrated and confused travelers – too many travel card choices on the market. They don't want miss out on a good deal. They desire a source of trust and expertise in the travel category.
- Expedia members who don't have the card



How:

- Advertise only “no annual fee” credit card
- Refresh the looking and feel of the brand and marketing campaign
- Switch marketing messaging/offering from “Earn statement credit” to “Earn bonus points”
- Usage of dynamic ads throughout the booking path and checkout (eg: “show the match” ad)

BRAND AND CAMPAIGN REDESIGN



Creative goals:

- Create a more inviting, simple and educational experience
- Entice new customers and new applicants to click the ads
- Drive traffic to the credit card landing page
- Drive “apply” click through



In-scope and deliverables – Phase 1:



1. Credit card rewards landing page redesign



2. Apply new design to banner ads at Expedia

Phase 2 scope (time TBD):

Apply new design to emails and social media placements



CONTENT REQUIREMENTS AND HIERARCHY

Landing Page redesign

Offer message:

Primary:

- Get a \$50 statement credit after 1st purchase of more than \$50 on Expedia.com within 3 months of account opening

Secondary:

- Get 10,000 Expedia Rewards bonus points after spending \$1,000 on qualifying purchases within first 3 months of account opening

CTA:

- Apply Now
(link to the Citi application page)

Details:

- No Annual Fee
- Show calculator
- Consider new Expedia Rewards design for a complimentary look and feel



LANDING PAGE COMPATIBLES

How other cards advertise and attract customers?



Visit Marriott [Page](#)

Key features

- Large primary value prop
- Secondary value prop below the “hero area”
- Mobile friendly design
- Nice and inviting Imagery throughout the page

Marriott Rewards® Premier Credit Card

80,000 BONUS POINTS

After you spend \$3,000 on purchases to your first year account opening*

APPLY NOW

80,000 POINTS ARE ENOUGH FOR 3 NIGHTS AT CATEGORY 5 HOTEL

PLUS, EARN 7,500 BONUS POINTS

when you add the first authorized user and make a purchase in the first 3 months from account opening*

*This product is available to you if you do not have this card and have not received a new cardmember bonus for this card in the past 24 months.

EARN 80,000 BONUS POINTS

After you spend \$3,000 on purchases to your first year account opening*

APPLY NOW

FREE NIGHT STAY EVERY ANNIVERSARY

1 FREE NIGHT STAY at a Category 1-5 hotel every year after your account anniversary*

EARN UNLIMITED MARRIOTT REWARDS POINTS

5 POINTS per \$1 spent at over 15,000 participating Marriott Rewards® and SPG® hotels when you use your Marriott Rewards® Premier credit card*

2 POINTS per \$1 spent on airline tickets purchased directly with the airline, and at car rental agencies and restaurants*

1 POINT per \$1 spent

POINTS DON'T EXPIRE WHEN YOU USE YOUR CARD

Get the Marriott Rewards® Premier Credit Card and your points won't expire as long as you make purchases on your credit card every 24 months*

FASTEST WAY TO EARN MARRIOTT REWARDS ELITE STATUS

15 CREDITS toward your next Elite membership level after account approval and every year after account anniversary, going into your next Silver Elite status every year.*

Earn 1 ELITE CREDIT

for every \$1,000 spent on purchases with no limit to the number of credits you can earn.*

WHAT OUR CARDMEMBERS ARE SAYING

EARN 80,000 BONUS POINTS

After you spend \$3,000 on purchases to your first year account opening*

APPLY NOW

MARRIOTT REWARDS® PREMIER CREDIT CARD

CALCULATE HOW FAST YOUR POINTS COULD ADD UP

For simulation purposes only.

See how Your **Monthly** Spending Turns Into Points

SLIDE THE BAR HOW YOUR MONTHLY SPENDING

GET YOUR POINTS ADDED

Your Marriott Spending (\$) **\$250**

1 point per \$1 at Marriott® when you use your Marriott Rewards® Premier credit card*

1,750 PTS

Your Travel Spending (\$) **\$1,400**

2 points per \$1 on airline tickets and at car rental agencies*

2,800 PTS

Your Dining Spending (\$) **\$340**

2 points per \$1 at restaurants*

680 PTS

Your Everyday Spending (\$) **\$4,000**

1 point per \$1 on all other purchases*

4,000 PTS

Standard price savings

158,760

Annual Points Earned

+ 80,000 BONUS POINTS

After you spend \$3,000 on purchases to your first year account opening*

+ 7,500 BONUS POINTS

When you add the first authorized user and make a purchase in the first 3 months from account opening*

246,260

That's your point total

PLUS 1 FREE NIGHT STAY

at a Category 1-5 hotel every year after your account anniversary*

See how your points turn into free nights

TRAVEL AND PURCHASE PROTECTION

ZERO LIABILITY PROTECTION*

Means you won't be held responsible for unauthorized charges made with your card or account information.



LANDING PAGE COMPATIBLES

How other cards advertise and attract customers?



Visit Southwest [Page](#)

Key features

- One large value prop
- Background image with large Card picture
- Look and feel is light and less corporate
- Small page (without overwhelming amount of content)


Southwest

Earn 50,000 points

when you spend \$2,000 on purchases in the first 3 months.*
\$69 annual fee applied to your first billing statement.†

[Apply now](#)

[Pricing & Terms](#) | [Offer Details](#)



★★★★★ (1139 reviews)

✪ Earn unlimited points

- 2 points per \$1 spent on Southwest purchases and Rapid Rewards® Hotel and Car Rental Partner purchases.*
- 1 point per \$1 spent on all other purchases.*

✈ The benefits of flying Southwest®

- No blackout dates or seat restrictions when you redeem with points.*
- Bags fly freeSM
- No change fees*

🎁 Special anniversary gift

- 3,000 bonus points after your Cardmember anniversary.*

☑ And more...

- Points don't expire as long as your card account is open.*

Earn 50,000 points after you spend \$2,000 on purchases in the first 3 months of opening your account.* This product is available to you if you do not have this card and have not received a new Cardmember bonus for this card in the past 24 months.

[Apply now](#)

[Pricing & Terms](#) | [Offer Details](#)

Want to see more card options?

Southwest Rapid Rewards® Premier Business Credit Card



For business owners

- 60,000 bonus points
- 6,000 anniversary points
- \$99 annual fee

[Learn more >](#)

Southwest Rapid Rewards® Premier Credit Card



For personal purchases

- 50,000 bonus points
- 6,000 anniversary points
- \$99 annual fee

[Learn more >](#)

Southwest
Rapid Rewards

CHASE

[Privacy Notice](#) | [Terms and Conditions](#) | [Security](#)



LANDING PAGE COMPATIBLES

How other cards advertise and attract customers?



Visit Amazon [Page](#)

Key features

- No hero image
- Large slogan above the fold
- Highlighted secondary value prop below “hero area”
- Earn and burn separated with imagery and bright colors
- Value prop and CTA repeated on the bottom of the page

Amazon Prime Rewards Visa Signature Card

Get a \$70 Amazon.com Gift Card instantly upon approval*

[Apply Now](#)

*Offer Details / Rewards & Terms

5% Back at Amazon.com when you use your Amazon Prime Rewards Visa Signature Card

2% Back at restaurants, gas stations, and drugstores*

1% Back on all other purchases*

No annual credit card fee and No foreign transaction fees*

Redeem for millions of items at Amazon.com*

It's easy to redeem. You'll see your rewards balance during checkout at Amazon.com. There's no minimum rewards balance to redeem.

[Learn More](#)

Travel the world with confidence

- No foreign transaction fees*
- Travel and Emergency Assistance*
- Lost Luggage Reimbursement*
- Baggage Delay Insurance*
- Travel Accident Insurance*

[Learn More](#)

Protections for unexpected setbacks*

- Roadside Dispatch
- Auto Rental Collision Damage Waiver
- Purchase Protection
- Extended Warranty Protection

[Learn More](#)

amazonPrime

Visa Signature

Premium Perks

With room upgrades and VIP guest status, enjoy exclusive benefits. All premium properties in the Visa Signature Luxury Hotel Collection.

Your complimentary Visa Signature Concierge Service is available 24/7 to assist with planning and booking.

[Learn More](#)

A guide to earning 5% Back at Amazon.com with the Amazon Prime Rewards Visa Signature Card

Earn more with Prime

With an eligible Prime membership, you can earn 5% Back at Amazon.com with the Amazon Prime Rewards Visa Signature Card. In all other cases, you will earn 1% Back at Amazon.com.

[Learn More](#)

Pay with your card at checkout

Earn 5% Back at Amazon.com when you pay with your Amazon Prime Rewards Visa Signature Card.

Keep your card in your Amazon Wallet

One Amazon.com account will be used to determine your eligibility for 5% Back. By default, we'll use the account from which you applied. Keep your Amazon Prime Rewards Visa Signature Card linked to this account to continue earning 5% Back.

Understand rewards changes

Changes to your Amazon.com account, like closing your Amazon.com account, may cause you to earn 5% Back instead of 1% Back on Amazon.com purchases made by you or any of your authorized users.

[Learn how changes to your Amazon.com account can affect how much your card earns](#)

Get a \$70 Amazon.com Gift Card instantly upon approval*

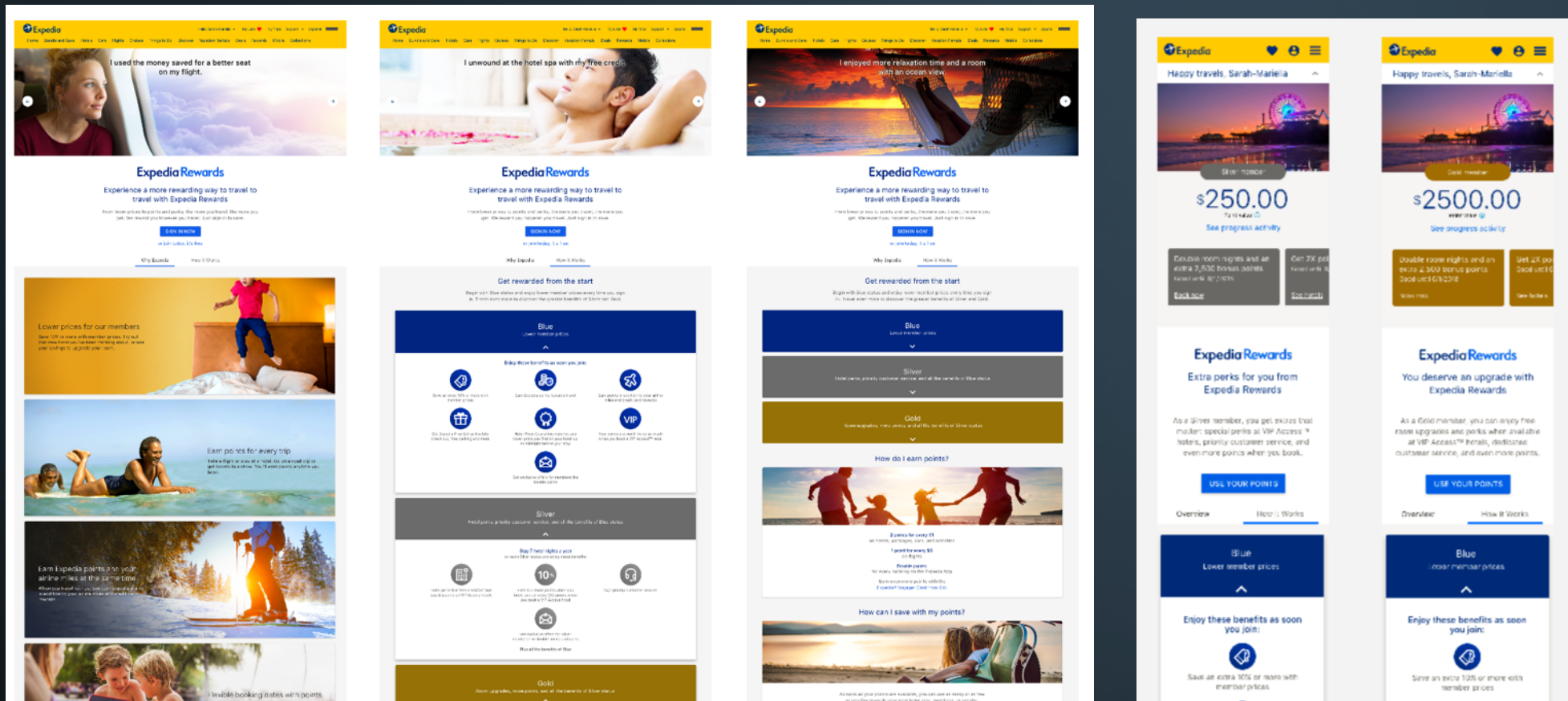
[Apply Now](#)

*Offer Details / Rewards & Terms

[Back to Top](#)

EXPEDIA REWARDS REDESIGN

Citi/Exp+ card landing page should work well together with Expedia Rewards new look and feel





NEW CITI/EXPEDIA+ CARD LANDING PAGE MOCKUP

Key features

- Large primary value prop on hero
- Secondary value prop below the hero
- Content: List of benefits, points calculator, how to redeem, and extra details (T&Cs)
- Transition between old and new Expedia Rewards color scheme
- Clutter free to improve usability and readability
- Sticky bar with value props and CTA (to improve click through)
- Responsive

Expedia Rewards Card from Citi
Get a \$50 statement credit
after 1st purchase of more than \$50 on Expedia.com within 3 months of account opening
[Apply Now](#)
[View pricing and terms](#)

Bonus offer | **Get 10,000 Expedia Rewards bonus points**
after spending \$1,000 on qualifying purchases within first 3 months of account opening

Get your rewards and elite status faster

- 3x**
3 points for every \$1 you spend on eligible Expedia purchases (includes flights, hotels, cars, activities, and travel packages)
- 1x**
1 point for every \$1 you spend on other purchases
- Silver**
Automatic silver status
- Accelerate to gold status**
Earn one Elite Qualifying Hotel night towards Expedia gold status qualification

Expedia Rewards Card Points Calculator
Open to see how quickly you could be saving on your next trip

Use your points with flexibility
As soon as your points are available, you can use them to save on flights, hotels, rental cars, activities, and travel packages. You can use as little as 1 point towards your next booking. Best of all, don't worry about blackout dates - no dates are off limits when you book with points.
[View all redemption options](#)

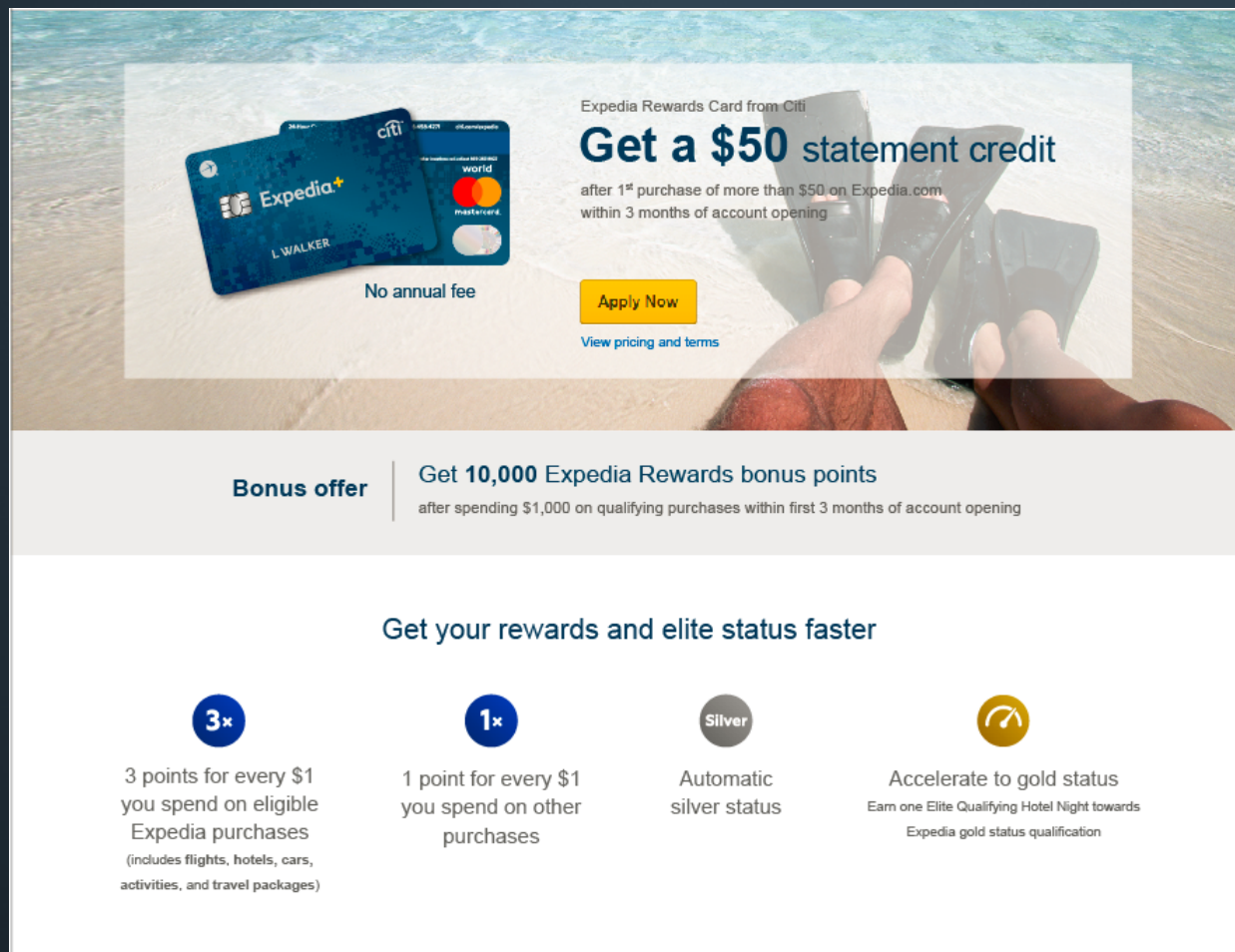
PRICING
The standard variable APR for the Expedia® Rewards Card is 15.24% - 24.24% ...
T&C text.
Citi, CitiBank, and Citi with Arc Design are registered service marks of Citigroup Inc.

No annual fee + **3x points on Expedia** + **1x point everywhere else** + **Automatic silver status** + **One Elite hotel night towards gold status** [Apply Now](#)

HERO AND BENEFITS SECTION

Key features

- Prominent primary value prop and Call to action above the fold
- Secondary value prop below the hero
- Visible card
- Easy to see and read card benefits
- Icons colors consistent with new Expedia Rewards tier colors
- Inviting travel imagery that doesn't interfere with messaging



The advertisement features a hero section with a background image of a person's legs and feet in flip-flops on a sandy beach. Overlaid on this is a white rectangular box containing two credit cards: a blue Expedia Rewards Card and a red Citi Mastercard. To the right of the cards, the text reads 'Expedia Rewards Card from Citi', 'Get a \$50 statement credit' in large bold letters, and 'after 1st purchase of more than \$50 on Expedia.com within 3 months of account opening'. Below this is a yellow 'Apply Now' button and a link 'View pricing and terms'. Below the hero section is a 'Bonus offer' section with a vertical line separating the title 'Bonus offer' from the offer details: 'Get 10,000 Expedia Rewards bonus points' and 'after spending \$1,000 on qualifying purchases within first 3 months of account opening'. At the bottom is a section titled 'Get your rewards and elite status faster' with four columns, each featuring a circular icon (3x, 1x, Silver, and a gold tier icon) and a description of the benefit.

Expedia Rewards Card from Citi

Get a \$50 statement credit

after 1st purchase of more than \$50 on Expedia.com within 3 months of account opening

[Apply Now](#)

[View pricing and terms](#)

Bonus offer

Get 10,000 Expedia Rewards bonus points

after spending \$1,000 on qualifying purchases within first 3 months of account opening

Get your rewards and elite status faster

3x	1x	Silver	Gold
3 points for every \$1 you spend on eligible Expedia purchases (includes flights, hotels, cars, activities, and travel packages)	1 point for every \$1 you spend on other purchases	Automatic silver status	Accelerate to gold status Earn one Elite Qualifying Hotel Night towards Expedia gold status qualification

CALCULATOR

Key features

- Visual separation from other elements of the page – specially the 4 benefits area
- Transition between old and new Expedia Rewards colors
- Calculator closed by default
- Accessible



Expedia Rewards Card Points Calculator

Open to see how quickly you could be saving on your next trip



Expedia Rewards Card Points Calculator

Open to see how quickly you could be saving on your next trip



Slide buttons to determine your **monthly credit card spend** in each category.

3×

Card spend on eligible Expedia.com purchases: \$0



0 bonus points

1×

Card spend on all other purchases: \$0



0 bonus points

Annual bonus points earned:

0 bonus points

+ 10,000 bonus points

First year points total:

0 bonus points

Based on these point totals, each year you could redeem towards your next hotel stay:


\$0

Note: Bonus points earned by spend on the credit card are in addition to base points earned on Expedia.com, which are not shown in this calculator. Calculator is for illustrative purposes only and is based on estimates you provide.

REDEEM POINTS AND EXTRA INFO

Key features

- Inviting imagery to separate the “burn” section from the rest of the page
- Full T&C visible in the bottom of the page



Use your points with flexibility

As soon as your points are available, you can use them to save on flights, hotels, rental cars, activities, and travel packages. You can use as little as 1 point towards your next booking. Best of all, don't worry about blackout dates - no dates are off limits when you book with points.

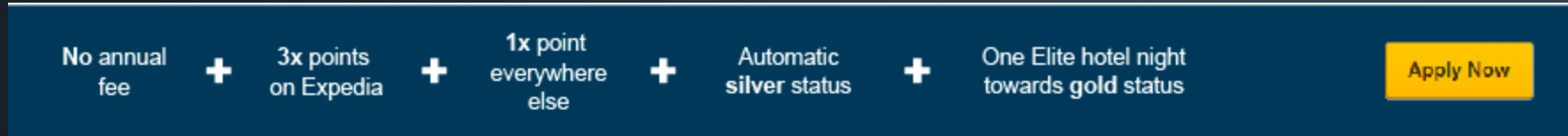
[View all redemption options](#)

PRICING

The standard variable APR for the Expedia® Rewards Card is 16.24% - 24.24% ...
....
T&C text.

Citi, Citibank, and Citi with Arc Design are registered service marks of Citigroup Inc.

STICKY BAR




Key features

- Reinforces all benefits – easy quick glance
- Very visible and contrasting bar against the rest of the page
- Bright call to action
- Dynamically positioned always on the top of the page
- Appears after user starts scrolling the page



NEW CITI/EXPEDIA+ CARD LANDING PAGE MOCKUP - MOBILE VIEW



No annual fee

Expedia Rewards Card from Citi

Get a \$50 statement credit

after 1st purchase of more than \$50 on Expedia.com within 3 months of account opening

[Apply Now](#)

[View pricing and terms](#)

Bonus offer

Get 10,000 Expedia Rewards bonus points

after spending \$1,000 on qualifying purchases within first 3 months of account opening

Get your rewards and elite status faster

3x

3 points for every \$1 you spend on eligible Expedia purchases
(includes flights, hotels, cars, activities, and travel packages)

1x

1 point for every \$1 you spend on other purchases

Silver

Automatic silver status

Accelerate to gold status
Earn one Elite Qualifying Hotel Night towards Expedia gold status qualification

Expedia Rewards Card Points Calculator

Open to see how quickly you could be saving on your next trip

Slide buttons to determine your monthly credit card spend in each category.

3x

Card spend on eligible Expedia.com purchases:

\$0

0 base points

1x

Card spend on all other purchases:

\$0

0 base points

Annual bonus points earned: 0 bonus points
+ 10,000 bonus points


First year points total: 0 bonus points

Based on these point totals, each year you could redeem towards your next hotel stay: \$0

Note: Bonus points earned by spend on the credit card are in addition to base points earned on Expedia.com, which are not shown in this calculator. Calculator is for illustrative purposes only and is based on estimates you provide.

Key features

- Same design and elements from desktop
- Font sizing and alignments updated for mobile
- Sticky bar with Apply button only to improve CTR



Use your points with flexibility

As soon as your points are available, you can use them to save on flights, hotels, rental cars, activities, and flight+hotel packages. You can use as little as 1 point towards your next booking. Best of all, don't worry about blackout dates - no dates are off limits when you book with points.

[View all redemption options](#)

PRICING

The standard variable APR for the Expedia® Rewards Card is 16.24% - 24.24% based.....
T&C text

[Apply Now](#)



AD BANNERS

Static – Home page Evergreen Ad carousel 532x299

Get a \$50 statement credit
after qualifying purchases

No annual fee

Get a \$50 statement credit with Expedia Rewards Card from Citi
[Learn More and Apply](#)

Expedia

Account My Lists My Tips Support Español 简体中文

Get DOUBLE points on the app. [Learn How](#)

Home Bundle and Save Hotels Cars Flights Cruises Things to Do Discover Vacation Rentals Deals Rewards Mobile Collections

Going to: Las Vegas, Nevada

Check-in: 03/04/2018 Check-out: 03/08/2018 Guests: 1 adult, 0 children

☐ Add a flight ☐ Add a car

[Search](#)

✓ Search over a million flights, hotels, packages, and more

✓ No Expedia cancellation fee to change or cancel almost any hotel reservation

Today's Top Deals

Get a \$50 statement credit
after qualifying purchases
No annual fee
[Get a \\$50 statement credit with Expedia Rewards Card from Citi](#)
[Learn More and Apply](#)

DAILY DEALS
24 hours only
[New Deals Every Day](#)
Get 40% off featured hotels and save on Flight + Hotel deals!

LAST MINUTE DEALS
[Last Minute Travel Deals](#)
Book now for travel in the next 2 weeks



AD BANNERS

Static – Expedia Rewards
Not signed in
thumbnail 239x135



VIP Access™ hotel benefits

Our premium hotel network provides a hand-selected collection offering special benefits for our Expedia+ members. You'll find these high quality hotels in over 200 top locations around the world.

Look for the VIP Access hotel logo when you shop for hotels. +silver and +gold members can enjoy amenities like free breakfast and spa credits, and +gold members can receive free room upgrades upon availability.

[Join now and get VIP Access benefits](#)



Earn points and status faster with the Expedia+® Credit Cards

The Expedia+® Credit Cards from Citi can help you make the most of your Expedia+ membership. As a cardmember you can:

- Earn bonus points on your qualified purchases so you can get travel rewards faster
- Redeem bonus points towards your stay at a VIP Access™ hotel
- Enjoy complimentary +gold or +silver status depending on which card you choose

Compare the Expedia+ Voyager Card and the Expedia+ Card today and see which suite of benefits works better for you.

[Learn more and apply](#)

[Join Now and Get Rewards](#)

Expedia+ Benefits at a glance

As you travel, you elevate your member status and benefits during a calendar year. Free membership automatically gives you +blue status, followed by +silver status after you spend \$5,000 on eligible bookings, and +gold status after you spend \$10,000 on eligible bookings. +gold status also includes complimentary hotel room upgrades and more.



AD BANNERS

Static – Expedia Rewards page
Signed in
carousel/hero 1125x478

Key features

- More inviting travel imagery
- Easier to see value prop
- Design alignment with the landing page for a consistent user flow

The screenshot displays the Expedia Rewards user interface for John Smith. At the top, account information includes the user's name, a profile icon, and a summary of points: 4,922 available points and 5,617 pending points. The point value is listed as \$35.15, with a note to use points today. The current status is 'silver', and the 2019 status shows progress toward 'silver' with a 'See progress toward +silver' link.

The main banner features a scenic beach sunset background. On the left, two Expedia Rewards Cards are shown: a blue Citi card and a red Mastercard. The Citi card displays 'Expedia+', 'L WALKER', and 'No annual fee'. The Mastercard displays 'world' and 'mastercard'. To the right of the cards, the text reads 'Expedia Rewards Card from Citi' followed by a large offer: 'Get a \$50 statement credit after 1st purchase of more than \$50 on Expedia.com within 3 months of account opening'. Below this offer are two buttons: 'Learn More' and 'View pricing and terms'.

Navigation controls at the bottom include a left arrow, a central dot indicator, and a right arrow.



AD BANNERS

Dynamic – Shopping Path

Horizontal 374x147

Key features

- Numbers are dynamic to match total from current checkout page
- Dynamic ad only appears for trips \$50 or greater

✓ Free cancellation before [Sun, Feb 18](#)

No surprises! Here's a breakdown of your price:


Average nightly rate	\$45.00
Room 1: 1 Adult	
1 Night ↕	\$45.00
Taxes & Fees	\$6.02
Total due today: \$51.02	
Due at hotel ↗	\$34.01
Resort fee	\$34.01
Room Total: \$85.03	

Rates are quoted in **US dollars**.

Get \$50 off your trip
with the Expedia Rewards Card from Citi

As a statement credit on your 1st purchase of more than \$50

Trip total:	\$285.27
Statement credit:	-\$50.00
Cost after savings:	\$235.27



[Learn More](#)



AD BANNERS

Dynamic – Shopping Path

Vertical 160x285

Key features

- Numbers are dynamic to match total shown on current page
- Dynamic ad only appears for trips \$50 or greater


Questions? 1-800-238-1027


from **\$762**

✓ **Price Guarantee**

Very good!
😊 **89%**
of guests recommend


4.2 out of 5
Expedia Guest Rating
[View all 3,535 Expedia Verified Reviews](#)

 **TripAdvisor Traveler Rating**
Based on 729 reviews



Get \$50 off your trip
with the Expedia Rewards
Card from Citi

As a statement credit on your
1st purchase of more than \$50



Trip total: \$285.27
Statement credit: -\$50.00

Cost after savings: \$235.27

[Learn More](#)



AD BANNERS

Static –
Suggested MESO Ads

Vertical 120x600

Key features

- Rotate different imagery to keep it fresh
- Bright and visible CTA
- Visible Card

