

citi custom cashSM

experiential strategy

Round 2 - 05.19.21



EXPERIENTIAL

the ask

Support the launch of Citi's new Citi Custom Cash^(SM) Card (CCCC) with an engaging and unexpected activation concept that spikes curiosity among clients and encourages employees to offer the product to prospects.

Anchor the activation in awareness and engagement, integrating opportunities for product education and call-to-action to connect with a Citi employee.

how we'll do it

Be You, Be Rewarded

The Citi Custom Cash^(SM) Card is all about rewards that match our consumers lifestyle. The product celebrates clients' individuality, and adapts accordingly, allowing users to be 100% true to themselves, and still feel financially in control.

We'll bring the benefits of the CCCC to life, putting individuality and customization at the forefront of this integrated activation strategy, and empowering current and potential clients to take the next step in earning rewards just by being themselves.



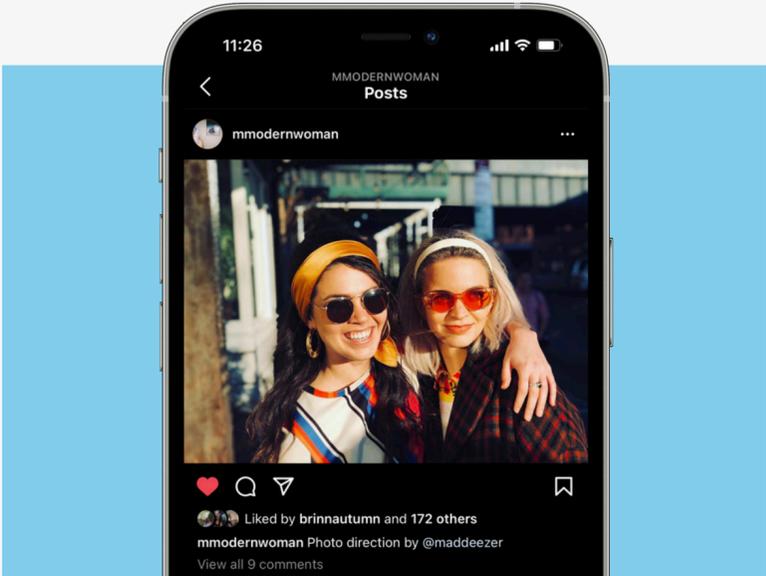
the target



Self Expression over
Self Validation



Super
Creators



Authenticity and
Participation

Citi Futuremapping

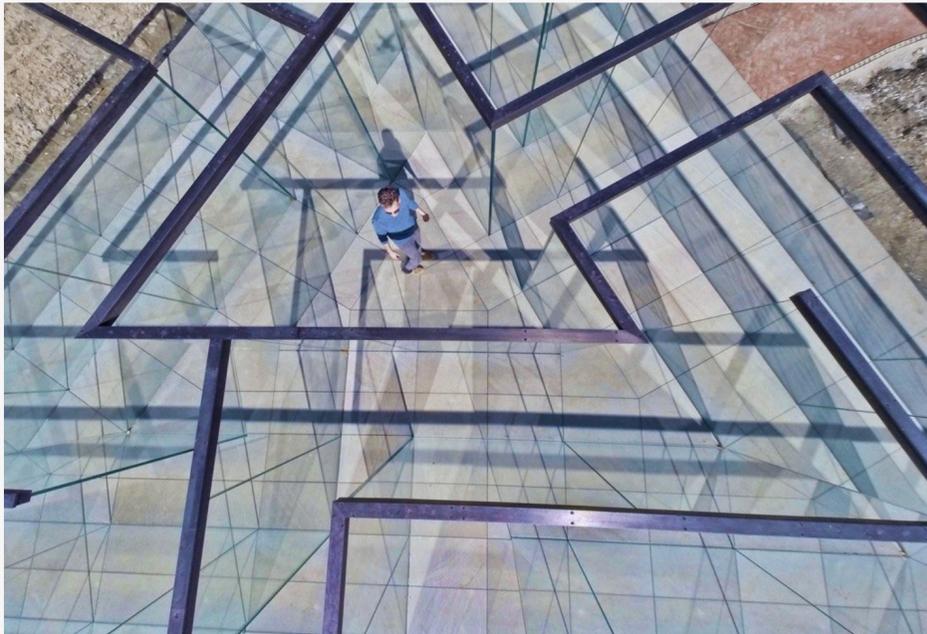
We don't know what the future holds, but we can definitely make smart decisions moment to moment just by being true to ourselves.

Never before has a card listened closely to clients, tuned in to these decisions, needs, and preferences. Only the Citi Custom CashSM Card comes with us on this adventure known as life, aiming to make things a little easier along the way.

Let's illustrate this in an unforgettable and interactive way, making our message of personalization loud and clear, while maintaining our commitment to sustainable practices.



bringing it to life



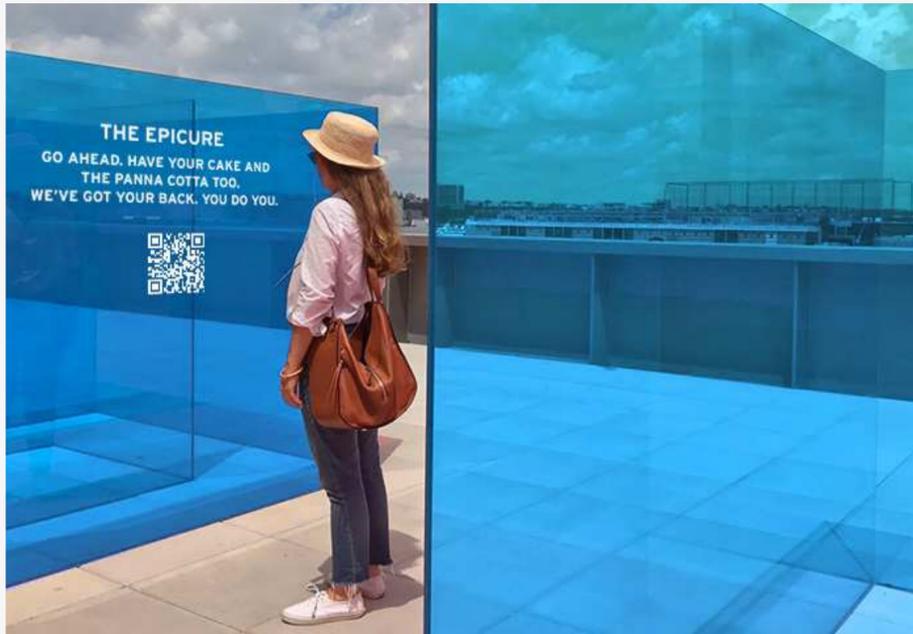
INITIATE

A larger than life data maze installed in public outdoor settings invites consumers to pose questions to themselves and follow the path of their answers to be rewarded, just for being themselves. Set components will be developed using sustainable materials including Ecocrylic or Greencast.



PARTICIPATE

Questions in the form of floor and wall graphics will engage consumers on their lifestyle, priorities, and values, prompting interaction along the way. While everyone starts in the same place, many different paths are possible.



ENGAGE

Interaction throughout the journey will include surprise giveaways, brain teasers and digital content. For example, a question specific to dining will include a QR prompt leading to an exclusive recipe from a partner chef alongside a video of them preparing it. Every journey ends with rewards and opportunities to engage consumers on how the CCCC can optimize their lifestyle.

highlighting rewards

There are 10 end points within Futuremapping, each corresponding to one of CCCC's core spend categories. Every participant's path ultimately leads to one of these 10 end points.

As consumers reach the end of their unique path, they'll get a taste of the rewards that speak to their lifestyle.

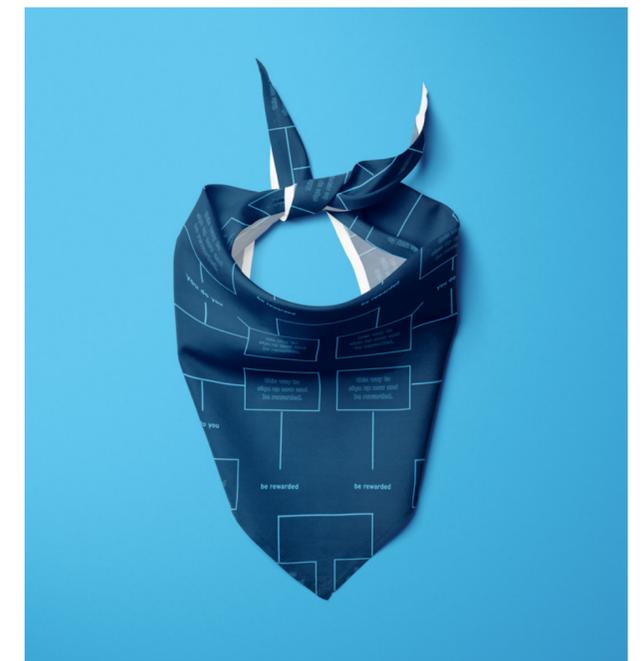
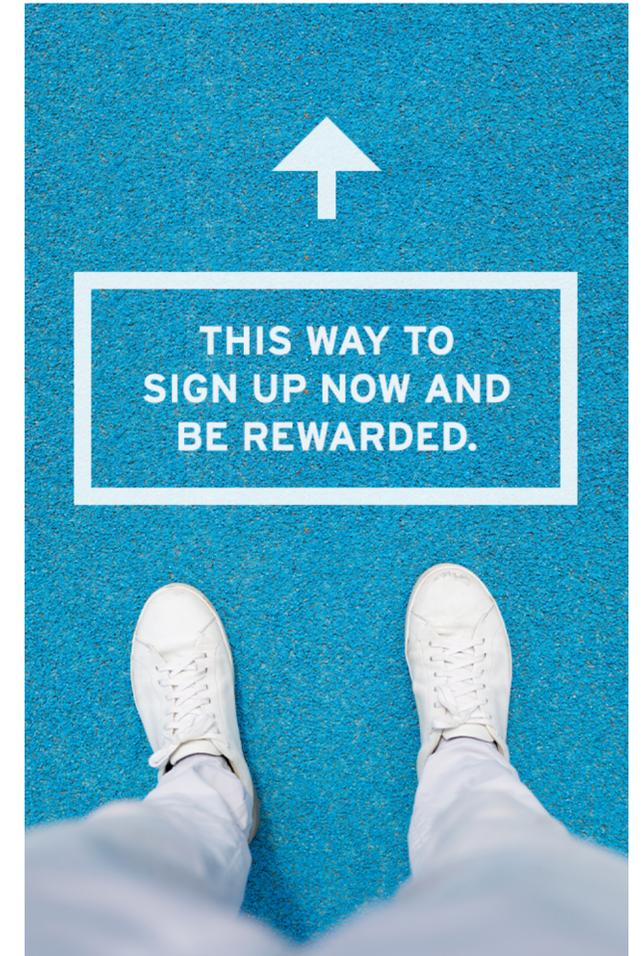
- Restaurants // Local sustainable restaurant small bite
- Grocery // Artisanal food sample in eco-friendly packaging
- Gas Stations // \$10 Gas credit or car wash
- Travel // Branded vegan luggage tag or passport cover
- Transit // \$10 Uber credit
- Streaming Services // 1 month YouTube TV
- Drugstores // Essential oil or wellness supplement
- Fitness // Complimentary class pass or eco water bottle
- Entertainment // Live performer
- Home Improvement // Herb garden kit or design Masterclass



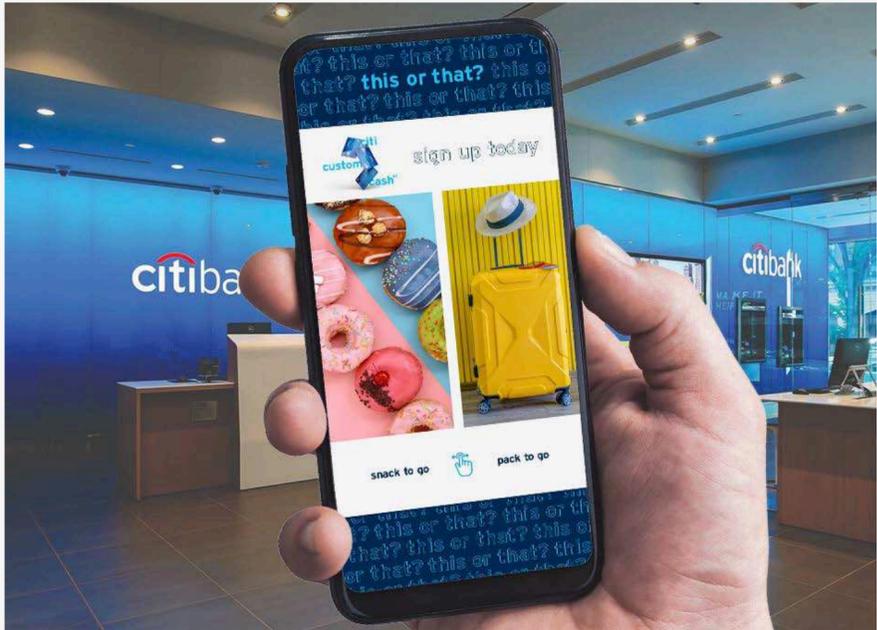
driving engagement

Additionally, at each Futuremapping endpoint, we'll engage consumers on the benefits of CCCC, ultimately driving them to the nearest branch to sign up.

- QR codes lead to brand messaging and incentives with a link to nearest branch locations
- Citi brand ambassadors answer questions about the product and direct consumers to branch locations
- The journey continues through floor graphics guiding consumers in the direction of the nearest branch location
- Every consumer who signs up at one of the featured branch locations during the activation period receives a cash reward and branded Futuremapping bandana.
- QR codes on bandanas lead to a digital version of our Futuremapping engagement [see Extension].
- Bandanas can also be used to engage Citi employees and to drive consumers out to IRL activation.



extension + reach



EXTEND

To reach consumers outside of activation markets, we'll integrate a digital Futuremapping experience. Consumers will be prompted to choose this or that, swiping their way to custom rewards. This simple gamification can be integrated into the IRL experience, in branches, into the CCC interface, and on social platforms. It will be optimized for mobile, and leveraged for CRM.



REACH

Sidewalk stencils and wild postings within the market tease out the experience and spike engagement with the digital platform, ultimately leading consumers to a branch to sign up for the product.



SCALE

Key markets will activate a full scale, custom-color and flexible-format plexi maze with integrated data map. In smaller markets, the maze can be scaled down utilizing stand-alone V-flat panels to represent each spend category.

location recommendations



UNION SQUARE - NYC



THE GROVE - LA



SOUNDSCAPE PARK - MIAMI

Locations for the activation will be selected based on proximity to the Citibank branches, as well as potential foot traffic. The above locations offer a desirable mix of both, and would likely be the best locations for the largest scale activations while other markets would require scaled back versions of things, depending on foot print.

Citi Culture Collective

Summer is coming, and the world is poised to launch back into all those things that bring us joy- eating, drinking, outdoor adventuring, spontaneous meetups with friends.

Citi Custom Cash^(SM) Card was designed to keep up with our customer wherever they go, tracking the latest culture and trends, complimenting their fast-paced lifestyle.

This summer, the Citi Culture Collective, a mobile community hub and cultural beacon, launches to invite gathering, connecting, and exploring all the rewards life has to offer.



bringing it to life



INITIATE

To prove our status as the card that keeps up with our customers, the Culture Collective Coffee Cart will tour key markets throughout the summer, delivering a hit of caffeine in busy public spaces. Passers-by can select their roast, hot or cold drink, and flavor, served up in branded recyclable vessels.



CREATE

Our customers have got their own rhythm, and we'll drop a beat to it with a super personalized photo experience. Using our digital interface to explore lifestyle and personality, we'll deliver an instantly shareable gif as well as a custom mixtape based on their preferences. Product knowledge and a drive to branch will be integrated throughout.



PARTICIPATE

Cultural programming in conjunction with the Coffee Cart tour will invite guests to special events including mini concerts, film screenings, farmer's markets, wellness classes, food tastings, and floral arranging. Brand ambassadors will engage attendees with CCC swag and product education.

highlighting rewards

Branded reusable and sustainable coffee sleeves act as an instant reward, and hold deeper brand engagement for those on the go through custom QR codes.

Messaging on every coffee cup drives customers to a nearby branch with the incentive to recycle their cup in exchange for a sweet reward.



focus on you

Built into our Coffee Cart vehicle, guests can interact with our Culture Collective photo experience. Leveraging our 'this or that' digital interface or a simple quiz, each subject will be asked a series of 6 questions serving to build a cultural profile of them. Then, they'll be instructed to 'Do You.' For 3 seconds.

The output will be a gif with a graphic background that reflects their personality and lifestyle references, instantly shareable via social platforms. We'll throw in a Spotify link to a custom 10-song playlist too, just because we know our customers are busy.



our own culture

During each market activation period, we'll program not-to-be-missed mini events to take place in the outdoor space surrounding the Coffee Cart.

From art talks to wine wine tastings to cryptocurrency 101, programming will draw crowds and align with our CCCC reward spend categories.

We'll announce programming on message boards at the Coffee Cart, through local digital and influencer partners. All that's required to attend is to sign up via a local branch.

Every event will be manned by Citi brand ambassadors offering additional product information and a sweet hit of caffeine.



extension + reach



EXTEND

Culture Collective programming can be leveraged digitally to engage customers outside of activation markets. By signing up for CCCC news and special offers, customers can gain access to programming virtually through our microsite hub.



REACH

Through partnership with local, sustainable coffee roasters with brick and mortar locations, CCCC will win the loyalty of our target demographic, and extend reach by promoting programming and product incentives in partner locations and on digital channels.



SCALE

Key markets will activate both full scale programming, and more targeted activation using only the mobile Coffee Cart setup.

In secondary markets, only the mobile vehicle will activate in high-traffic areas.

location recommendations



UNION SQUARE - NYC



THE GROVE - LA



SOUNDSCAPE PARK - MIAMI

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thank you



EXPERIENTIAL