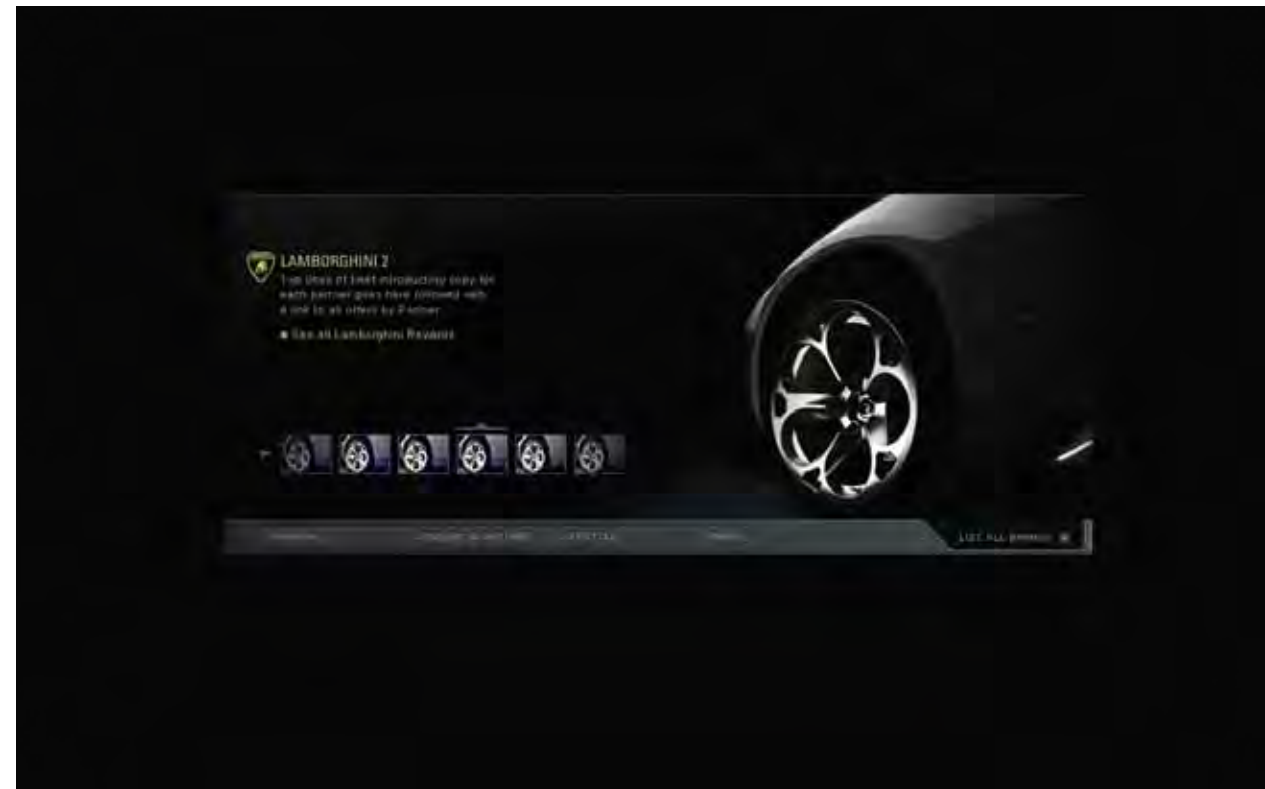
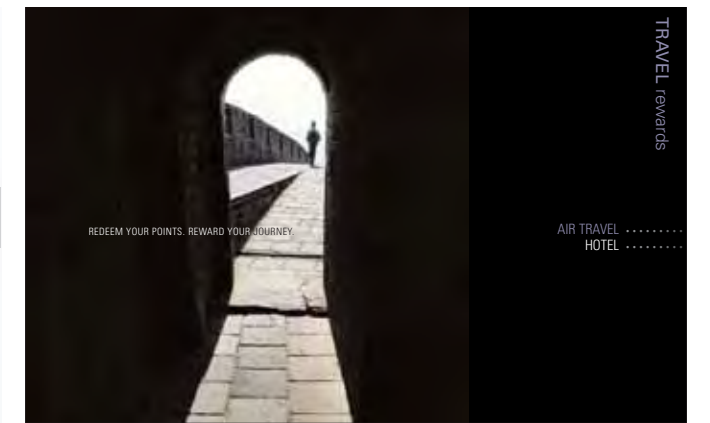
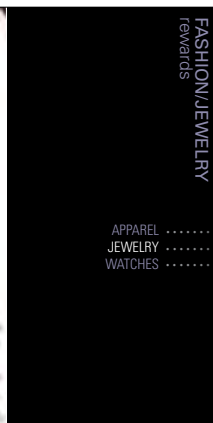
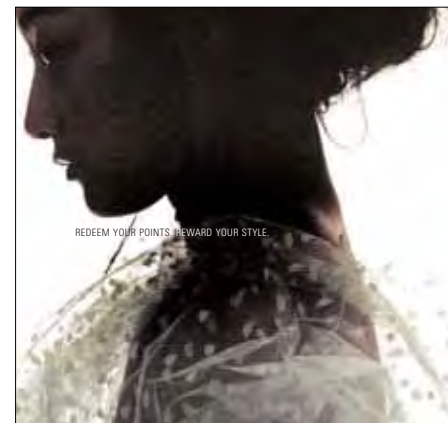
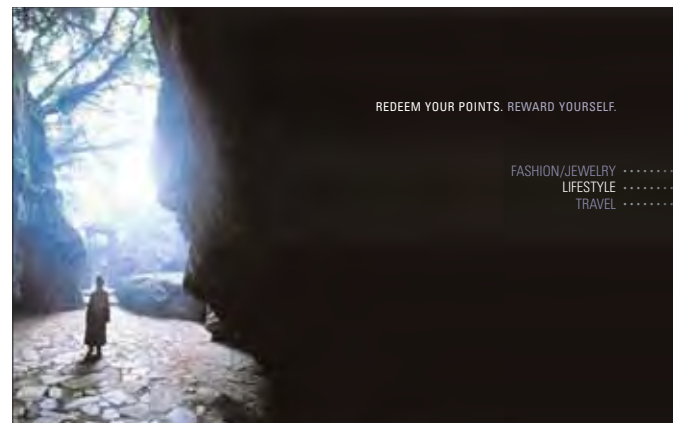
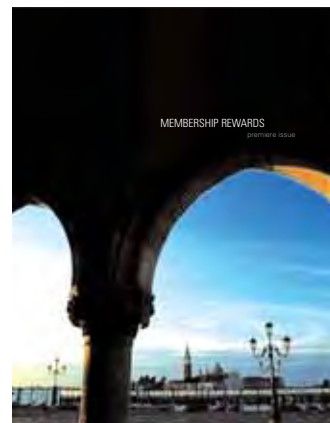


### AMERICAN EXPRESS | CENTURION MEMBERSHIP REWARDS

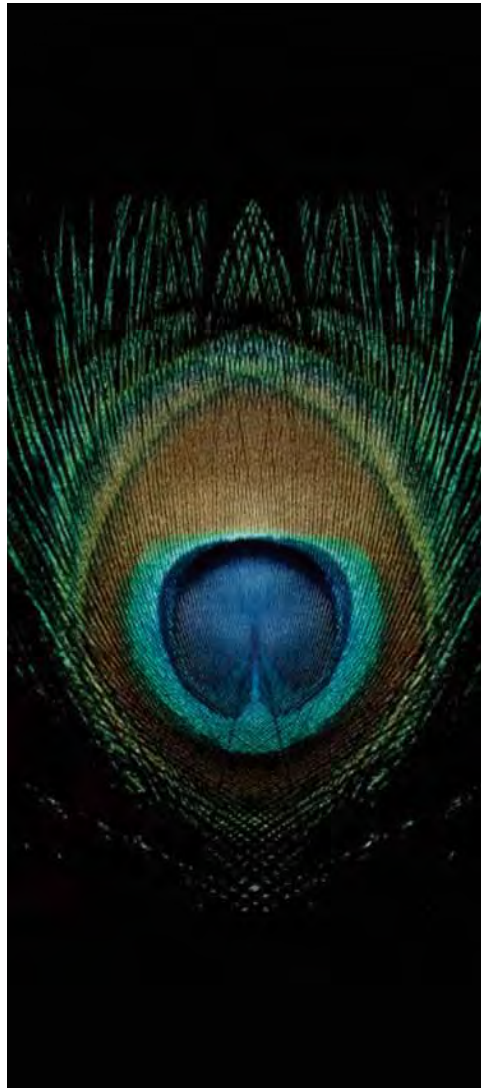
This project's challenge was to create a brand within a brand. I had to create a look and feel for the membership rewards program for Centurion Card holders that would complement the parent brand. The program also needed to work on its own to sell the membership rewards program that has been successful with the other American Express Cards.



Centurion Membership Rewards Website.



Centurion Membership Rewards Catalog.



**AMERICAN EXPRESS | CENTURION MEMBERSHIP REWARDS**

The direction for the photography is theater. The idea was that out of the emerging darkness comes something both beautiful and intriguing. The vision behind this direction was to pull in the reader to take a closer look. This project was extremely successful obtaining a 35% response rate on the direct mail catalog.

Centurion Membership Rewards photography direction.