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## MEDIWORKS

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## Chase Makes Its Sapphire Credit Card a Star

[Travel Channel Integrates Affluent Brand Into Four Shows](#)by [Andrew Hampp](#)Published: [September 01, 2009](#)

NEW YORK (AdAge.com) -- How did Travel Channel woo Chase Card Services for a yearlong, integrated deal encompassing its four highest-rated shows and an upcoming series of co-branded events? Recognizable talent, show-specific integrations and a lot of patience.



Andrew Zimmern is among the Travel Channel talent to promote the Chase Sapphire card.

Starting this week, Chase's new Sapphire card, its first proprietary rewards card for affluent consumers, will be featured in a series of on-air interstitials for Travel Channel's new "Catch It" branding campaign, and will eventually be integrated into four of the network's top series: "[Anthony Bourdain: No Reservations](#)"; "[Samantha Brown's Great Weekends](#)"; "[Dhani Tackles the Globe](#)"; and "[Andrew Zimmern's Bizarre World](#)." Beginning later in the fourth quarter, Travel Channel and Chase Sapphire will also team up for a series of events featuring network talent and promoting rewards services to Sapphire card members.

Marketers are more eager than ever to [link to specific programming](#) and ensure that their ads are seen when consumers are likely to be most engaged with a media company's content.

The wide-ranging deal, brokered by Chase's media-planning and -buying agency, Zenith Media, was 18 months in the works, said Harold Morgenstern, senior VP-ad sales for Discovery Communications, which handles ad sales for Travel Channel.

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## ROAD TO THE UPFRONT 2009

See What the Networks Have Planned for Next Season



And Catch Up On All the 2009 Upfront Coverage

"Chase wanted to be aligned with our top-tiered talent in an environment that suited their travel rewards card. They've been doing advertising with us for years, so we wanted to expand beyond the typical deal for this launch."

Not just any marketer can make sure its brand is associated with the likes of Anthony Bourdain and Samantha Brown, as Travel Channel sells its programs as part of larger run-of-schedule buys rather than show-specific ad deals.

But Joan Bassett, marketing director for Chase Sapphire, said an integrated deal was the best way to have all four Travel Channel hosts exemplify the brand attributes of the new rewards card. "Anthony Bourdain has a unique dining experience, and these consumers tend to dine out a lot, tend to be early adopters. Samantha Brown, particularly in this economy, has great weekend getaways that are unique but not necessarily totally exotic or expensive. Dhani goes on great aspirational adventures, and Andrew Zimmern's 'Bizarre World' captures the uniqueness of being passionate about dining and using those experiences to explore new places," she said.

Chase is also aggressively expanding its rewards and card-member outreach efforts in a troubled financial-services climate that has seen competitors such as Citi and American Express introducing [new restrictions](#) to their reward programs.

"We're giving card members more value and positioning Chase well for the long term," she said. "What we're seeing in our data is consumers are looking to get more out of their reward programs, looking to redeem them and expected to be rewarded more for their loyalty."

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By Rodney33 | FRISCO, TX [September 2, 2009 02:27:48 am](#):

Smart Moves;

- 1) Buying up sponsorships at a value price while many in the category sit this year out.
- 2) Going after the affluent while AMEX is reeling,
- 3) Building better rewards when all others are being reduced and
- 4) Providing synergies with branch banks and products for choreographed cross-selling.

Local activation could make this a very strong play at branch, especially if Chase improves their internal back-end data to provide a more holistic view of their customers and builds a solid mobile platform.

We've done a lot of work in the financial sector space and understand the emerging importance of mobile.

Mobile is beginning to change banking in profound ways, and with GPS and Bluetooth opt-ins for special purchase messages and bonus rewards with very geo-specific offers, now is the time for an aggressive institution to strike.

Our study, "XL Marketing Trends" will be released this month. It highlights the top 10 trends changing the marketing landscape and mobile is #1.

Rodney Mason, CMO

## SPECIAL REPORT

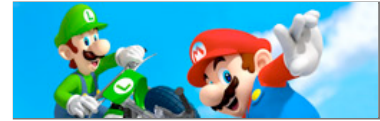
### Cable TV 2009



Top-Tier Networks Poised to Seize More Share in This Year's Upfront

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All the News From the 4A's Confab in New Orleans

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Hurting Just Three Years Ago, Initiative Completed Its Turnaround in 2008 With a New-biz Boom

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By Musicman | NASHVILLE, TN [September 2, 2009 09:33:02 am](#):

It's so comforting to know that one of the giants of America's financial disaster is cunningly grabbing more customers so they can make them all deeper in debt. Chase like all banks are a combination of a prostiute and a drug dealer.

[Permalink](#)

By joemyers | Bloomington, IN [September 2, 2009 10:06:16 am](#):

Good piece about Chase's initiatives...but will we ever see a spot with Anthony Bourdain swiping his Sapphire Card for a carton of Marlboro's and a teenage hooker in Kuala Lumpur?

Chase's programming tie-in and integration is outstanding. Financial Services and luxury branding in the face of recession is a tough nut and they've cracked it.

[www.twitter.com/joemyers](http://www.twitter.com/joemyers)  
[Permalink](#)

By qchen | New York, NY [September 2, 2009 11:16:18 am](#):

Like product placements in TV shows and movies, if it's too obvious, viewers get turned off by it and think the network is selling out. Seamlessness is the key here. The plan is good and now we have to see whether the execution breaks it or makes it.

Q Chen  
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By rjw2116 | New York, NY [September 2, 2009 07:47:17 pm](#):

"Chase like all banks are a combination of a prostiute and a drug dealer" -Musicman

That is probably one of the most ignorant thing I've ever heard. I guess I shouldn't have expected much from someone with the username musicman but you should know that banks are an essential part of the american economy. Without banks, america's Infrastructure would equal that of a few cardboard boxes.

Additionally, if you want to see some good ads and some I made of my own, check out ad-vantage-us.blogspot.com

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These Are the Folks at the Forefront of Changing How Marketers Such as P&G, AT&T and Unilever Use Media

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### Super Bowl XLIII



The Stories and Analysis from Marketing's Big Game

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### 100 Leading Media Companies



While U.S. Media Revenue Grew 4.6% to \$299 Billion in 2007, Overall Media Growth Was Lowest Since 2001

### Media Companies Report

Ad Age's Annual Ranking of the 100 Leading Media Companies, by net U.S. Media Revenue.

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