

Art Department



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**IT'S BEING IN AWE FOR
A FEW HOURS MORE.**

Leave no sight unseen with a guaranteed 4pm late checkout at over
1,000 Fine Hotels & Resorts worldwide with your Platinum Card®.
Another exciting way American Express® has your back.

AMERICAN EXPRESS
BUSINESS

AMERICAN EXPRESS
PLATINUM

ALIA COHAN
MEMBER SINCE 13

AMERICAN EXPRESS
DON'T *live life* WITHOUT IT™

The advertisement features a surreal, multi-colored staircase (pink, blue, and grey) that appears to be part of a larger architectural structure. A woman in a white and blue striped dress is walking up the stairs, looking back over her shoulder. A man in a white t-shirt and grey pants is standing on the stairs, looking up at her. A woman in a blue top and yellow pants is also on the stairs, looking down. The background is a dark, textured wall. The overall aesthetic is modern and artistic.

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An advertisement for American Express featuring a surfer, Michael Bernardo, performing a high takeoff from a wave. The background is a blue sky with white clouds. The surfer is wearing a red helmet, a green life vest, and a red wetsuit. A white circular frame highlights the surfer's takeoff. The American Express logo is in the top left of this frame. Text on the left identifies the surfer as Michael Bernardo, a member since 1915. On the right, bold text reads 'IT'S ADRENALINE RUSHING THROUGH YOUR BUCKET LIST.' followed by a paragraph about earning 5X Membership Rewards points on flights with a Platinum Card. Below this is an image of an American Express Platinum Card. The bottom right corner features the American Express logo and the tagline 'DON'T live life WITHOUT IT™'.

AMERICAN EXPRESS

MICHAEL BERNARDO
MEMBER SINCE 1915

**IT'S ADRENALINE
RUSHING THROUGH
YOUR BUCKET LIST.**

Do the things you always wanted to do sooner by earning 5X Membership Rewards® points on flights with your Platinum Card®. Another exciting way American Express® has your back.

**AMERICAN EXPRESS
PLATINUM**

MICHAEL BERNARDO

AMERICAN EXPRESS DON'T *live life* WITHOUT IT™

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**IT'S BURSTING WITH
PRIDE WATCHING YOUR
BUSINESS BLOOM.**

Make your business thrive by turning your Business Platinum Card® Membership Rewards® points into everything from new supplies to flight tickets. Another inspiring way American Express® has your back.

AMERICAN EXPRESS

ALIA COHAN
GLASS OCTOPUS

MEMBER SINCE 13

AMERICAN EXPRESS

DON'T do business WITHOUT IT™

The advertisement features a large window display filled with a dense arrangement of colorful flowers, primarily red and pink roses. A man in a red and white striped shirt is working on a ladder, tending to the flowers. Another person is visible in the background, also working on the display. The scene is set on a city street at night. The American Express logo is prominently displayed in the top right corner. The text 'IT'S BURSTING WITH PRIDE WATCHING YOUR BUSINESS BLOOM.' is written in large, bold, white letters across the top left. Below this, a paragraph of text describes the benefits of the American Express Business Platinum Card. A small image of the card is shown in the center. The name 'ALIA COHAN GLASS OCTOPUS' is written in the bottom left, and 'MEMBER SINCE 13' is written in the bottom right. The American Express logo is in the bottom left, and the slogan 'DON'T do business WITHOUT IT™' is in the bottom right.

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An advertisement for American Express featuring a man, Michael Bernardo, carrying his young daughter on his shoulders. They are both smiling and holding a large pink teddy bear. The background is a blue-tinted image of a modern building with colorful balloons. A white-bordered photo of the family is overlaid on the left. To the right, the headline 'IT'S TREATING OTHERS, AND TREATING YOURSELF.' is displayed in large, bold, white capital letters. Below the headline, a paragraph of text describes the benefits of the American Express Platinum Card. A small image of the card is shown below the text. At the bottom right, the American Express logo and the tagline 'DON'T live life WITHOUT IT™' are visible.

AMERICAN EXPRESS

MICHAEL BERNARDO
MEMBER SINCE 15

**IT'S TREATING
OTHERS, AND
TREATING
YOURSELF.**

Spoil your loved ones with the little things, earning Membership Rewards® points for the bigger things with your Platinum Card®. Another rewarding way American Express® has your back.

AMERICAN EXPRESS
PLATINUM
MICHAEL BERNARDO
15

AMERICAN EXPRESS DON'T *live life* WITHOUT IT™

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**IT'S FREEWHEELING
FROM LUNCH
INTO EVENING.**

Leave no sight unseen with a guaranteed 4pm late checkout at over 1,000 Fine Hotels & Resorts worldwide with your Platinum Card®. Another leisurely way American Express® has your back.

AMERICAN EXPRESS

DANIEL MARTIN
MEMBER SINCE 03

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The advertisement features a background image of a group of people at a concert, with string lights visible in the background. In the center, there is an inset photo with a torn-edge border showing a group of people. A white circle is drawn around a woman in a green leather jacket. Text within the inset photo includes "AMERICAN EXPRESS" at the top and "TAYLOR GARRO MEMBER SINCE 16" at the bottom left. To the right of the inset photo, the headline "IT'S OVER THE MOON WATCHING THE STARS." is displayed in large, bold, white capital letters. Below the headline, a paragraph of text reads: "From hot spots to sold out gigs, enjoy more memorable moments with American Express Experiences® and your Platinum Card®. Another breathtaking way American Express® has your back." Below this text is an image of an American Express Platinum Card. At the bottom right, the American Express logo is followed by the tagline "DON'T live life WITHOUT IT™" in a mix of bold and script fonts.

AMERICAN EXPRESS

IT'S OVER THE MOON WATCHING THE STARS.

From hot spots to sold out gigs, enjoy more memorable moments with American Express Experiences® and your Platinum Card®. Another breathtaking way American Express® has your back.

AMERICAN EXPRESS PLATINUM

TAYLOR GARRO MEMBER SINCE 16

AMERICAN EXPRESS

DON'T live life WITHOUT IT™

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**IT'S LOVING DOING,
DOING WHAT YOU LOVE.**

Enjoy special dining experiences around the world with the Global Dining Collection and your Platinum Card®. Another unforgettable way American Express® has your back.

AMERICAN EXPRESS

AMERICAN EXPRESS
PLATINUM
MICHAEL BERNARDO
15

MICHAEL BERNARDO
MEMBER SINCE 15

AMERICAN EXPRESS *DON'T live life* **WITHOUT IT™**

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An advertisement for American Express. The background is a photograph of a restaurant interior with stone walls and white tables. Two women, Ana Torres and another woman, are seated at a table, smiling and eating. A framed photograph of the same two women is overlaid on the left side of the image. The frame has a torn edge and contains the text "AMERICAN EXPRESS" at the top, "ANA TORRES" at the bottom left, and "MEMBER SINCE 09" at the bottom right. To the right of the framed photo, the text "IT'S ONCE IN A LIFETIME ONE MORE TIME." is displayed in large, bold, white capital letters. Below this text, a paragraph reads: "Discover more hidden gems with guaranteed 4pm late checkout at over 1,000 Fine Hotels & Resorts worldwide with your Platinum Card®. Another delightful way American Express® has your back." Below the paragraph, two American Express cards are shown: an American Express Business card and an American Express Platinum Card. The Platinum Card features the name "ANA TORRES" and the number "09". In the bottom right corner, the American Express logo is followed by the tagline "DON'T live life WITHOUT IT™".

AMERICAN EXPRESS

ANA TORRES

MEMBER SINCE 09

IT'S ONCE IN A LIFETIME ONE MORE TIME.

Discover more hidden gems with guaranteed 4pm late checkout at over 1,000 Fine Hotels & Resorts worldwide with your Platinum Card®. Another delightful way American Express® has your back.

AMERICAN EXPRESS

AMERICAN EXPRESS

ANA TORRES

09

AMERICAN EXPRESS DON'T *live* life WITHOUT IT™

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**IT'S SECRET SMILES
TURNING BRUNCH
INTO MILES.**

Get lunch in with your Platinum Card® and enjoy a helping of Membership Rewards® points. Points that can then become flights or holidays. Another tasty way American Express® has your back.

AMERICAN EXPRESS

ALICA TOWNSEND

MEMBER SINCE '12

AMERICAN EXPRESS

AMERICAN EXPRESS PLATINUM

ALICA TOWNSEND

12

AMERICAN EXPRESS

DON'T live life WITHOUT IT™

The advertisement features a photograph of three women sitting around a white circular table in an outdoor cafe setting, enjoying brunch. The woman in the center, Alica Townsend, is smiling and is circled with a white hand-drawn line. An inset image of an American Express Platinum Card is shown, displaying the name Alica Townsend and the number 12. The background is a lush green garden. The overall tone is warm and inviting.

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The advertisement depicts a man in a red shirt pouring tea from a golden teapot into a glass, while two women sit on a sofa in a dimly lit, ornate lounge. The man's face is circled in white, and a white rectangular box with a torn-edge effect is superimposed over the scene. Inside this box, the text "AMERICAN EXPRESS" is at the top, "MATTHEW NEWBERRY NEWBERRY ACOUSTICS" is on the left, and "MEMBER SINCE 03" is on the right. To the right of the box, the headline "IT'S IN-THE-KNOW IN A CITY YOU DON'T." is displayed in large, bold, white capital letters. Below the headline, a paragraph reads: "From secret souks to hidden tea rooms, wherever in the world business takes you, finding them is as easy as opening your Amex App. Another clever way American Express® has your back." Below this text is a small image of an American Express Business card for Matthew Newberry. In the bottom right corner, the American Express logo is followed by the tagline "DON'T do business WITHOUT IT™" in a mix of bold and italicized fonts.

AMERICAN EXPRESS

MATTHEW NEWBERRY
NEWBERRY ACOUSTICS

MEMBER SINCE 03

IT'S IN-THE-KNOW
IN A CITY YOU DON'T.

From secret souks to hidden tea rooms, wherever in the world business takes you, finding them is as easy as opening your Amex App. Another clever way American Express® has your back.

AMERICAN EXPRESS BUSINESS
MATTHEW NEWBERRY
NEWBERRY ACOUSTICS

AMERICAN EXPRESS DON'T do business WITHOUT IT™

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AMERICAN EXPRESS

IT'S TURNING DREAMS INTO REALITY, 5X FASTER.

Wake up and smell the rewards. Using your Business Platinum Card® earns Membership Rewards® points, for anything from laptops to flights. Another helpful way American Express® has your back.

IVY LEE
GLASS OCTOPUS

MEMBER SINCE 14

AMERICAN EXPRESS BUSINESS

IVY LEE
GLASS OCTOPUS

AMERICAN EXPRESS

DON'T do business WITHOUT IT™

The image shows a woman in a green shirt standing in a coffee roasting facility. She is smiling and looking towards the right. In the background, there are shelves with coffee bags and a large roasting machine. An American Express Business Platinum Card is shown in the foreground, with the cardholder's name 'IVY LEE GLASS OCTOPUS' and 'MEMBER SINCE 14' visible. The card is silver with a blue chip. The American Express logo is also visible in the bottom right corner of the image.

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AMERICAN EXPRESS

REBECCA GILL
MEMBER SINCE 14

**IT'S ON CLOUD NINE
FLOATING INTO
FOOD HEAVEN.**

Discover unique dining experiences and secret spots all over the world with your Amex App. Another inspiring way American Express® has your back.

**AMERICAN EXPRESS
PLATINUM**

REBECCA GILL

AMERICAN EXPRESS *DON'T live life WITHOUT IT*

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The advertisement features a man, Kenneth Lee, sitting in a comfortable lounge chair, smiling and looking at his smartphone. He is wearing a maroon blazer and dark trousers. In the background, other people are blurred, suggesting a busy lounge environment. A small table next to him holds a bowl of fruit, a glass of orange juice, and a silver American Express card. A black bag is on the floor next to him. The overall atmosphere is one of luxury and comfort.

AMERICAN EXPRESS

KENNETH LEE
MEMBER SINCE 12

**IT'S FEELING AT HOME
IN 1,000 LOUNGES.**

Find a space to call your own in over 1,000 lounges in 500 airports worldwide with your Platinum Card®. Another welcoming way American Express® has your back.

AMERICAN EXPRESS
BUSINESS

AMERICAN EXPRESS
PLATINUM

KENNETH LEE

AMERICAN EXPRESS

DON'T *live life* WITHOUT IT™

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