

## Interesting marketing facts about the Ant Card

<p><b>Where does the name Ant Card come from?</b></p>	<p>The name was originally derived from the acronym - American Express National Team.</p> <p>Research that looked at definitions of the word “ant” and what the species meant to people showed there were elements of the name that translated very well to the product on offer. Our marketing collateral draws upon linkages with “ants” and benefits that come with the Ant Card and the benefits become embedded in the product name.</p> <p><b>ant</b> / ænt / n hard-working species, extremely strong, with the ability to lift up to 20 times its body weight; very sociable; considered one of the most successful species on earth; naturally adaptable; found all over the world, often in the most unexpected places.</p>
<p><b>Is this a trend to name credit cards?</b></p>	<p>In overseas markets such as the United Kingdom, there are several examples of credit card products available that are marketed by a brand name rather than the parent brand.</p> <p>One such example is Goldfish®, a trading name of Lloyds TSB Bank plc, which offers a range of consumer finance products including credit cards. The Goldfish® credit card products include distinctive goldfish designs.</p>
<p><b>How did you come up with the card design?</b></p>	<p>In speaking to customers during focus groups it was established that credit card design should ...</p> <ul style="list-style-type: none"> <li>• Be distinctive</li> <li>• Be easily recognisable in wallet</li> <li>• Be clear/uncluttered</li> <li>• Be easy to read – numbers, name</li> </ul> <p>Customers were open to change and were looking for something different but stylish.</p> <p>The black background was seen as unique, classy, sophisticated and elegant. It is the only Australian credit card that has a matt black background. Customers also felt the black design made the “Ant” logo stand out better and the card number and name easier to read.</p> <p>The Ant Card is different – from the other American Express and National cards, and as a result identifiable as something set apart from the current portfolio.</p>
<p><b>Why isn't your Gold Ant Card gold?</b></p>	<p>In the focus groups customers voiced the opinion that gold is seen as losing prestige and uniqueness with comments such as:</p> <p><i>“everyone has gold now”</i></p> <p><i>“prestige behind gold is not important anymore...everyone has it”</i></p> <p>They felt that gold still needed to be clearly distinguishable from the standard card and the colour needed to be prestigious, but it didn't have to be gold, it just needed a gold element – lettering, symbol or text.</p> <p>Customers really liked the use of black to represent the gold card with the “Ant” logo in gold lettering.</p>
<p><b>How are you marketing the Ant Card?</b></p>	<p>As a special offer customers are being offered double points until 31 July 2005.</p> <p>The Gold Ant Card with Rewards will be offered via direct mail to select National credit card customers via a direct mail campaign starting 13 July 2004.</p> <p>The Ant Card with Rewards is also available to other customers who contact us and we have plans for wider marketing later in the year.</p>