American Express Made Its 175th Anniversary Cool With Gracie Abrams

While celebrating its 175th anniversary, American Express recently tapped into Gen Z and millennial voices to chart its next chapter.

Member Week, which typically occurs in October, kicked off in March to coincide with the company's anniversary, with the weeklong celebration providing major benefits for members across retail, dining, and entertainment sectors.

Through Amex's partnership with Resy, cardholders were able to unlock a complimentary martini at five participating restaurants nationwide. These same restaurants also held special, one-night-only events where members were able to experience live music and try a tasting menu. Amex also introduced special offers for members to access credits at qualifying brands like Kiehl's, Levi's, Brooks Brothers, and Shiseido.

The main event featured a concert at Brooklyn Paramount with Grammy-nominated singer and songwriter Gracie Abrams, who kicks off her tour next month. The National's Aaron Dessner, also a frequent Taylor Swift collaborator, accompanied Abrams during the performance. The two played a mix of new and old songs from Abrams' albums, including her hit song "That's So True."

Guests who attended the event also had the opportunity to immerse themselves in an experience curated by Abrams with photo ops, branded decor, complimentary slices from Fini Pizza, and a shelf with her favorite books that fans could take home. All proceeds from the concert and merch sales went

to World Central Kitchen, a nonprofit organization that provides food relief.

“Gracie’s vision for the evening was to treat card members and fans to an intimate music listening experience to learn more about her writing process and get a special look into what she’s passionate about,” Eva Fishner, vp of global brand content and platforms, American Express, told ADWEEK. “Entertainment and live experiences are a big passion area for our card members and our core audience. Over the past few years, Member Week has been an opportunity for us to demonstrate the power of American Express membership and provide a moment of the year that’s extra special.”

According to the financial company, the partnership between Amex and Abrams came about organically as both parties share a target demographic. Abrams and her songwriting have resonated with Gen Z and millennial fans, while Amex has focused on reaching those generations as they become more financially literate.

This year, Amex delved into the importance of making Gen Z and millennials the center of their marketing for Member Week: “87% of this audience say they would be willing to spend more money on once-in-a-lifetime experiences,” said Fishner. “As part of our overall strategy, we have driven relevance with millennial and Gen Z consumers by continuing to invest in our value propositions and refreshing our products globally to meet their needs.”

Gen Z and millennial card members have cited experiences as a reason for them to join Amex, according to the brand. And as part of their overall strategy, the brand has tapped into relevant connections with millennial and Gen Z consumers by

continuing to invest in their value propositions and refreshing their products globally.

“When a card member taps into one of our experiences, they become more loyal to American Express and more engaged with other benefits and services on our cards,” Fishner added.

Though Amex is keeping its future member celebration plans under wraps, the company has emphasized its continued commitment to engaging Gen Z and millennial audiences through unique experiences.

“Our card members are at the core of what we do,” Fishner said. “They’ve inspired us for 175 years to continuously innovate and adapt our business to meet their needs.”

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