

Amex Promos Deliveroo Tie-Up Telling Gold Card Members to Do What They Want in Life

Credit card brand American Express wants to showcase to U.K. customers the benefits of living life using its Gold card while also promoting its partnership with delivery service Deliveroo.

Recommended articles

<https://www.adweek.com/brand-marketing/amex-promos-deliveroo-tie-up-telling-gold-card-members-to-do-what-they-want-in-life/>