CASE STUDY

A CREDIT CARD BRAND USES SPONSORED CONTENT TO SPEAK TO TRAVEL FANS

THE CHALLENGE

Chase needed a way to promote their Southwest Airlines Rapid Rewards card online. They knew that the card’s primary audience was travel enthusiasts and that they wanted to reach them through content. The problem? Chase is a major financial services company, and is not recognized by audiences as an authority in travel.

OUR SOLUTION

Chase used the Pressboard platform to partner with popular lifestyle publisher, Mashable, and place a piece of sponsored content on their site about affordable travel. The story on Mashable was designed to build excitement and awareness around the card by tapping into readers’ interest in summer travel.
How to achieve your summer travel goals without breaking the bank

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We all have responsibilities that need to be accounted for when we’re thinking of planning a summer trip. Whether it’s your rent, your bills, or some other expense that is making you hesitate to book your dream vacation, we can all relate to that travel FOMO.