



Keynote Town Halls

Change Marketing™
at work



The Challenge

Each year, Capital One Small Business Card attains a major growth milestone. How do you celebrate these achievements in annual town halls and continue to build energy toward the next year's goal?



Our Audience

1000 financial analysts, sales leaders, product builders, and marketers



Key Insight

The Annual Town Hall meeting format would not be enough to mark the moment, but it is the only company-wide opportunity we have.



Our Story

Designing presentations to convey feelings over metrics will help us tell company and customer stories that resonate beyond the Town Hall.



Creative Craft

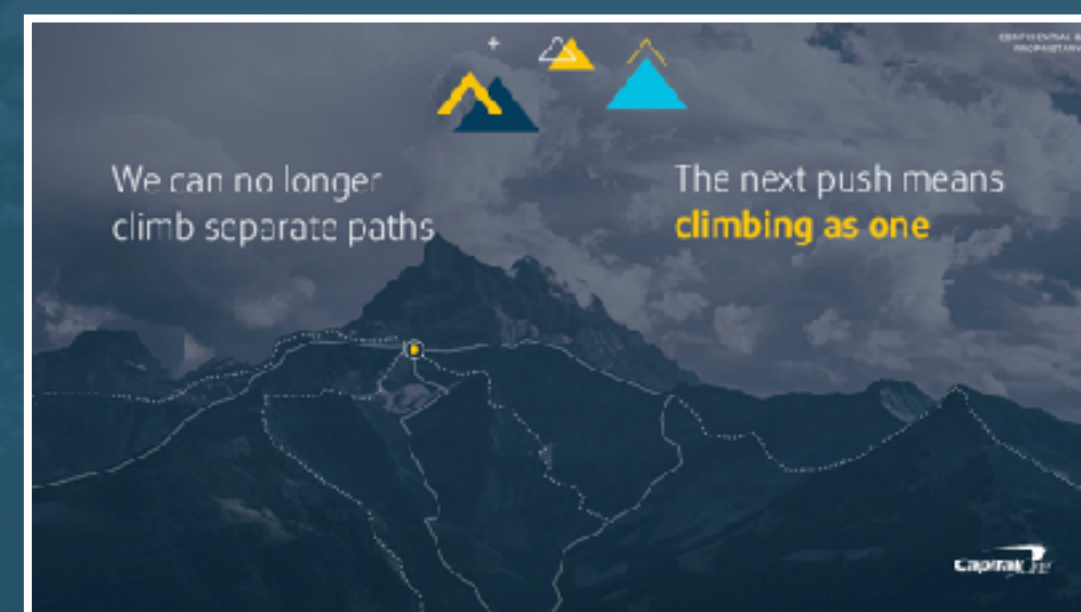
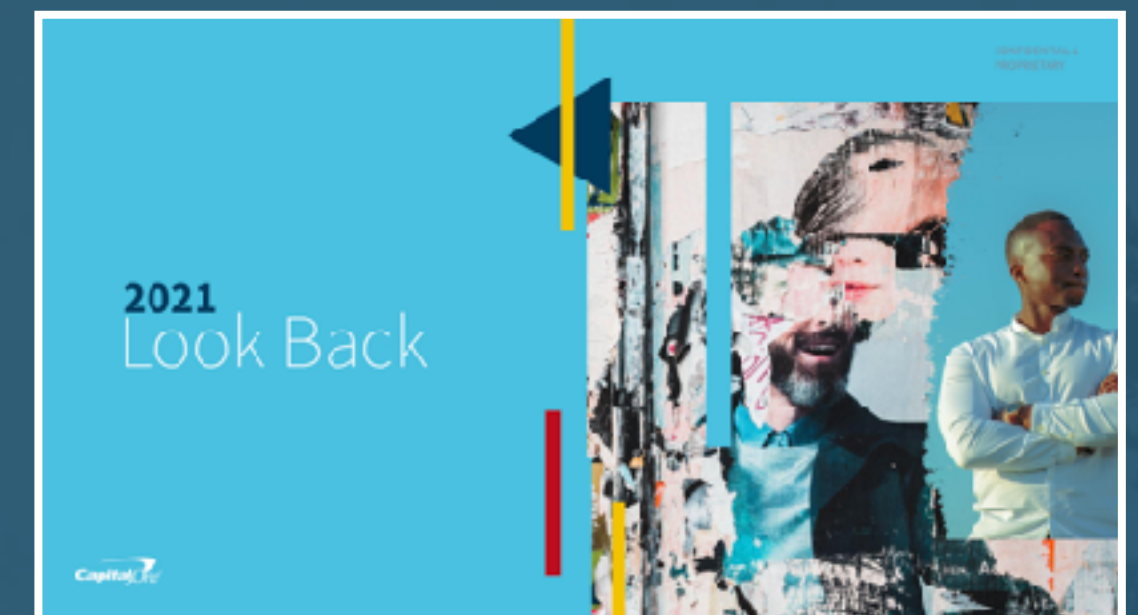
Create highly designed presentations that feel less like PowerPoint and more like Art. Weave a central rallying cry throughout individually crafted pages.





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Climbing Together

Surpassing Chase to be #2 in the small business card category, with sights set firmly on American Express

Humans of Capital One

Protecting and celebrating culture in the midst of the Covid-19 pandemic

