
Bankbulb's article

Scotiabank revamps the Scotiabank Gold American Express® Card with marketing emphasis on lifestyle and no foreign transaction fees

Canada

September, 2019

Starting August 1 2019 Scotiabank launched a revamped [Scotiabank Gold American Express® Card](#) that should particularly appeal to frequent overseas travelers for eliminating the 2.5% markup (fee) on foreign transactions. This following the same step introduced by Scotiabank in MArch 2018 with the launch of their Scotia Passport Visa Infinite card.

Brett Mooney, SVP of credit cards at Scotiabank told numerous media outlets “Our object is to deliver more value to our customers by not charging that 2.5-per-cent FX fee, unlike all the rest of the major banks.”



Digital Banner Ad

Save 2.5% on foreign transaction fees.*

LEARN MORE

*Conditions apply.

Scotia®

The banner features a red background. On the left, the text 'Save 2.5% on foreign transaction fees.*' is written in white. In the center, there is an image of the Scotiabank Gold American Express Card, which is gold and black. To the right of the card is a white button with the text 'LEARN MORE' in red. Below the button, the text '*Conditions apply.' is written in small white font. On the far right, the Scotiabank logo is displayed in white.

In addition to the advertising of the saving 2.5% on foreign transaction fees, the card also comes with (as shown in the below digital ad) five [Scotia Rewards points](#) for every \$1 you spend on groceries, restaurants and entertainment, three points per dollar on gas, daily transit, and streaming services, and one point per dollar on all other purchases.

#MyGoldLife is earning 5x the points on food delivery.*

#MyGoldLife is earning 3x the points on music streaming.*

#MyGoldLife is earning 5x the points on dining out.*

Earn up to \$300* in bonus reward points.

LEARN MORE

*Conditions apply.

Scotia.

Digital Ad

As an added incentive the Welcome Offer of upto 30,000 bonus points (value: \$300) is available for opening the Scotiabank Gold American Express® credit card by December 30, 2019 and spending \$1,000 in the card in the first 3 months and \$10,000 spent in the first year.

The 5X point on dining is similar to the [American Express Cobalt Card](#), which earns cardholders **5 Membership Rewards Select points per dollar spent** on groceries and dining.

The revamped card also has a revamped annual fee of \$120 up from \$99.

Reviews for the card are broadly positive as shown in [this](#) review on [RateHub.ca](#).

The advertising campaign titled #MyGoldLife speaks to Scotiabank positioning the card as the card to support your lifestyle, particularly that of millennials.



Advertising in the windows of the Scotiabank's Toronto Head Office