



## **New Advertising Campaign Promotes The Corpay Brand**

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Source: Alex Kaminsky, Chief Creative Officer, FLEETCOR

This spring, we launched an advertising campaign to raise awareness for our corporate payments brand, Corpay, and its comprehensive portfolio of solutions including AP automation/bill pay, cross-border payments, and our multi-use commercial card program. The campaign promotes the value proposition of Corpay to the market and reinforces our focus on corporate payments as a growth driver for the company. It also demonstrates our intent to continue committing significant marketing muscle to help drive growth in the company as a whole.

### **The Agility of a Fintech / The Capabilities of a Bank (“That’s Smarter”)**

The campaign targets CEOs, CFOs, controllers, and financial managers and positions Corpay as an S&P 500 company that combines the agility of a fintech with the capabilities of a bank...a combination that makes us unique in the industry.

The heroes of the campaign are our products, which are built to replace manual, disjointed, and outdated payment processes with automated, digital, and seamless solutions. By simplifying the way companies manage expenses and make payments, Corpay helps companies control spend, boost cashflow, eliminate paper checks, and ultimately reduce complexities. The mantra “that’s smarter” is seen throughout to encourage prospects to reconsider how they manage payments.

### **Reaching Finance Managers and Business Influencers**

The campaign consists of a variety of videos, animations, and static ads placed across targeted online and social media platforms and digital business publishers that reach financial decision makers at companies with sales between \$30 million and \$1 billion, a category that is still very reliant on outdated payment processes. Early campaign performance is encouraging as we track our key metrics including impressions, ad engagement, video views, site traffic, and brand lift.

### **Conclusion**

This Corpay brand awareness campaign is a significant step in solidifying our position as a one-stop shop that truly delivers on its promise. It also reinforces our commitment to marketing Corpay in a way that differentiates it from competitors, drives financial performance for the company, and delivers greater shareholder value.