

FREEMAN®

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CAMPAIGN: PRIDE ACTIVATION

CLIENT: CAPITAL ONE

AGENCY: FREEMAN

A PROUD WELCOME

Capital One is a diversified bank that offers a broad array of financial products and services for consumers, small businesses, and commercial clients. Its newest approach to retail banking, "Capital One Cafés: It's not just a bank" highlights the brand's belief that banking should fit your everyday life. Across the country, the brand illustrated this idea by creating Capital One Cafés, where consumers could get help from Ambassadors, sign up for workshops or free Money Coaching sessions, or kick back with a cup of coffee in a relaxed inviting atmosphere. To demonstrate its commitment to inclusion, Capital One wanted to create a special, temporary extension of the cafe concept during Pride month.



A COLORFUL COMMITMENT TO INCLUSION

Freeman worked closely with Capital One to design an installation that would convey a colorful, meaningful, and sincere message. This extension would showcase the brand's welcoming and inclusive values, not only during Pride, but every day, all year. For the month of June, they wanted a bold installation that complemented their CSR efforts around both the history of the Pride movement and the Trevor Project. Capital One envisioned an installation that would "paint the town proud" and stand out. To bring that vision to life, the team designed an installation that would stand out day and night and shine bright.



PAINTING THE TOWNS PROUD

With less than three months to design, build, and install, the team jumped into action! We designed, built, and installed over 500 feet of customized, multi-colored LED windows outfitted for two prominent Capital One locations in NYC and D.C. The rainbow-colored LED lighting supported the brand's values, brought awareness to the Pride movement, and supported their involvement with the Trevor Project. The installation lit up the community with Pride in a way that was colorful, vibrant, and celebratory.

CELEBRATING PRIDE

The beautiful lighting designs made heads turn and brightened spirits during Pride in NYC and D.C. The temporary installations perfectly illustrated Capital One's messages, "A proud welcome" and "Proud together," while emphasizing its unwavering commitment on inclusion to these communities. Both locations were featured prominently on social media by consumers who used the installations as a unique and meaningful selfie backdrop. The team was thrilled with the project and said that "Freeman was the only vendor who could have turned this around for Capital One." The brand will be expanding its Pride presence to more Café locations in the future.