

CHO 0355 OCTOBER CAMBRIA

SL: New Benefits AND 2X Points are Here for You.

PH: [##EXC_display_first_name##, book][Book]your next Cambria® Hotels stay today.

SL: [##EXC_display_first_name##,]Reward Yourself with NEW Perks & 2X Points

PH: Book your next stay at one of the newest Cambria® Hotels properties.

New Benefits Module

They gave us the exact copy to use...but maybe we use icons to make it more fun? An image doesn't seem right here, right?

ELITE

Headline: Get More When You Stay Courtesy of Choice Privileges®

Headline: Reward Yourself With New Benefits Only When You Book at Cambria® Hotels

Copy: Reward yourself with new Choice Privileges® perks while enjoying the little luxuries you'll find at Cambria® Hotels. Enjoy Double Your Extras, a \$10 Cambria Credit, Diamond Elite Status Jump and more.

CTA: EXPLORE THE PERKS

Non-ELITE

Headline: Get More When You Stay Courtesy of Choice Privileges®

Headline: Reward Yourself With New Benefits Only When You Book at Cambria® Hotels

Copy: Reward yourself with new Choice Privileges® perks while enjoying the little luxuries you'll find at Cambria® Hotels. Enjoy Double Your Extras, a \$10 Cambria Credit, and more.

CTA: EXPLORE THE PERKS

Double Points Module

Banner Headline: EARN DOUBLE POINTS

Headline: Experience Our Newest Cambria® Hotels with 2X Points

Copy: Book your next stay at one of our exciting new Cambria properties below and you'll **earn 2X points** while also indulging in the upgraded amenities that make Cambria unique. **Register, book, and stay by December 31, 2019 to qualify.**

CTA: Register to Earn

CTA: Book to Earn

Since some of these locations are a little random (Bettendorf?!), let's try to incorporate the states maybe as a banner on the image? Also, I didn't include copy since we don't want this to be the exact same as last month—maybe it can be a sleeker, smaller module?

Banner: TEXAS

Headline: Cambria® Hotel Houston Downtown Convention Center

CTA: Book Now

<https://www.choicehotels.com/texas/houston/cambria-hotels/txj53>

Banner: WISCONSIN

Headline: Cambria® Hotel Milwaukee Downtown

CTA: Book Now

<https://www.choicehotels.com/wisconsin/milwaukee/cambria-hotels/wi297>

Banner: IOWA

Headline: Cambria® Hotel Bettendorf - Quad Cities

CTA: Book Now

<https://www.choicehotels.com/iowa/bettendorf/cambria-hotels/ia268>

Banner: SOUTH CAROLINA

Headline: Cambria® Hotel Fort Mill

CTA: Book Now

<https://www.choicehotels.com/south-carolina/fort-mill/cambria-hotels/sc565>

Banner: TEXAS

Headline: Cambria® Hotel Richardson

CTA: Book Now

<https://www.choicehotels.com/texas/richardson/cambria-hotels/txi09>

Banner: MASSACHUSETTS

Headline: Cambria® Hotel Boston Downtown

CTA: Explore Now

<https://www.choicehotels.com/massachusetts/boston/cambria-hotels/ma229>

Banner: CALIFORNIA

Headline: Cambria® Hotel & Suites Anaheim Resort Area

CTA: Explore Now

<https://www.choicehotels.com/california/anaheim/cambria-hotels/cae86>