

MAR 0878 - Email 1 - Confidence Message

Targeted Global Promo:

SL: Views Are Even Better With 2,500 Bonus Points

PH: Register to earn bonus points on stays, plus get tips to travel germ-free.

Holdout Group:

SL: We Look Forward to Seeing You[, Fname]!

PH: Save on staycations, rental cars and more. Plus tips to travel germ free!

HERO: Global Promo

Member Version

Eyebrow: [Fname,]

Headline: VIEWS ARE EVEN BETTER WITH BONUS POINTS

Subhead: *Especially when it's 2,500 bonus points per stay.*

Copy: Register now, then earn 2,500 bonus points on each stay* through October 18, 2020. Whether you stay close to home, or venture out, we are ready to welcome you.

CTA: REGISTER NOW AND EARN

<https://www.marriott.com/loyalty/promotion.mi?promotion=WB20&sourceCode=WBAE&email=member>

Non-Member Version

Eyebrow: [Fname,]

Headline: VIEWS ARE EVEN BETTER WITH BONUS POINTS

Subhead: *Especially when it's 2,500 bonus points per stay.*

Copy: Join Marriott Bonvoy™ and register to earn 2,500 bonus points on each stay* through October 18, 2020. Whether you stay close to home, or venture out, we are ready to welcome you.

CTA: JOIN AND REGISTER NOW

<https://www.marriott.com/loyalty/promotion.mi?promotion=WB20&sourceCode=WBAE>

Add box from the pdf

Headline: Open your doors to more with Marriott Bonvoy.

Copy: In three easy steps, you can enjoy member benefits and start earning bonus points. Join & Register / Book & Stay / Earn

Holdout Group:

Eyebrow: Welcome[, Fname]

Headline: WE'RE READY WHEN YOU ARE

Copy: Get away with great deals and travel with confidence at our 7,200+ hotels and resorts around the world—or close to home.

CTA: SEE OFFERS

<https://www.marriott.com/default.mi?view=offergrid&type=all>

TRAVEL WITH PEACE OF MIND

(3-up icons)

Headline: Contactless Service

Copy: Use the Marriott Bonvoy™ app to check in, find out when your room is ready, and unlock your door.

CTA: LEARN MORE

<https://mobile-app.marriott.com/en-us>

Headline: How to Travel Germ Free

Copy: Before you set foot in the airport or unpack in your hotel room, consider how you'll protect yourself.

CTA: READ ARTICLE

<https://traveler.marriott.com/tips-and-trends/germ-prevention-while-traveling/>

SECONDARY: Offers Hub

Section Headline: FIND MORE TO LOVE

Headline: Earn, Save, Repeat

Copy: Explore our latest deals on weekend stays, private homes, all-inclusive vacations and more.

CTA: SEE ALL OFFERS

<https://www.marriott.com/travel-deals.mi>

T's and C's

* A "stay" is defined as consecutive nights spent at the same hotel, regardless of check-in/checkout activity on any points-eligible rate (Qualifying Rate).

For the full terms and conditions of this promotion, please [click here](#).