

MAR1238 Boutiques July

PCIQ & Static Subject Line Testing:

SL 1: (Direct) Inside: Explore Our Virtual Paradise of Vacation Vibes

SL 2: (Intrigue) Vacation Favorites Delivered to Your Doorstep

~~**SL 3: (Intrigue)** Make Every Day A Vacation With Our Curated Boutiques~~

***SL 3: (Personalization)** [Fname,] Bring a Piece of Your Vacation Home

~~**SL 5: (Intrigue)** Transform Your Home With Vacation-Inspired Favorites~~

SL 4: (Short) Bring the Relaxation of Vacation Home

SL 5: (Personalization)(Intrigue) [Fname,] Style Your Home With Vacation-Inspired Treasures

PH: Browse fragrances, robes, bedding, and more from your favorite hotel brands.

Notes *Static SL

Theme: Bring vacation home

HERO:

Headline 1: Feel Like You're on Vacation / *Without Leaving Your Home.*

Headline 2: Channel Vacation Vibes From Home. / *Explore Our Boutiques.*

Headline 3: Create a Vacation Sanctuary. / *Shop Travel-Inspired Treasures.*

Headline 4: There's No Place Like Home / *To Feel Like You're on Vacation.*

V1 Copy: [Fname, transform][Transform] your space into a staycation paradise with our thoughtfully curated boutiques. Elevate your stay-at-home experience with best-selling products from your favorite hotel brands.

CTA: SHOP **THE RITZ-CARLTON**

URL: <https://www.boutiques.marriottbonvoy.com/>

V2 Copy: [Fname, bring][Bring] your favorite luxuries from your last vacation home. Elevate your stay-at-home experience with best-selling products from Marriott and your other favorite hotel brands.

CTA: SHOP MARRIOTT

URL: <https://www.shopmarriott.com/>

RECENT STAY MODULE

Design Note: Pick up from previous design

SHOP MARRIOTT ONLY

Headline: For You[, Fname]

Thank you for your recent stay at [Property]. Browse our selection of amenities, [fragrances,] linens, and more — and don't forget to redeem your points.

CTA: SHOP MARRIOTT

URL: <https://www.shopmarriott.com/>

SECONDARY

Headline: Staycation Bliss

Subhead: Experience resort leisure from the comfort of your home.

Section 1

Headline: Signature Beds

Subhead: Create a relaxing sanctuary.

- [The Ritz-Carlton Bed](#)
SHOP THE RITZ-CARLTON
- [The St. Regis Bed](#)
SHOP ST. REGIS
- [W Hotels Bed](#)
SHOP W HOTELS
- [The Heavenly® Bed](#)
SHOP WESTIN
- [The Le Méridien Bed](#)
SHOP LE MERIDIEN
- [The Marriott Bed](#)
SHOP MARRIOTT

BANNER (for members with a points balance of XX,XXX+)

Copy: Use Your [XX,XXX] Points for **Your Best Night's Sleep**

URL:

Section 2

Headline: Exceptional Linens

Subhead: Inspire a suite retreat in your home.

- [Elegant Linens](#)
SHOP EDITION
- [Luxurious Bedding](#)
SHOP THE RITZ-CARLTON
- [Exclusive Linens](#)
SHOP JW MARRIOTT
- [Signature Sheets](#)

SHOP MARRIOTT

Badge: Award Winning

- [Textured Linens](#)
SHOP COURTYARD
- [Comfy Sheet Sets](#)
SHOP WESTIN

BANNER (for members with a points balance of XX,XXX+)

Copy: Shop the [Courtyard Textured Coverlet](#) starting at 21,000 points.

URL:

Section 3

Headline: Divine Bedding

Subhead: Slip into sweet slumber every night.

- [Sumptuous Pillows](#)
SHOP THE RITZ-CARLTON
- [St. Regis Bedding Sets](#)
SHOP ST. REGIS
- [Lush Featherbed](#)
SHOP W HOTELS
- [The Marriott Pillow](#)
SHOP MARRIOTT
- [Cozy Duvets and Blankets](#)
SHOP SHERATON
- [Chic Bedding Sets](#)
SHOP LE MERIDIEN

BANNER (for members with a points balance of XX,XXX+)

Copy: Shop the [Marriott Pillow](#) starting at 21,000 points.

URL:

Section 4

Headline: Tranquil Fragrances

Subhead: Bring home delightful signature scents.

- [Inviting Fragrances](#)
SHOP EDITION
- [The Ritz-Carlton Fragrance Collection](#)
SHOP THE RITZ-CARLTON
- [Caroline's Four Hundred Fragrance Collection](#)
SHOP ST. REGIS
- [White Tea Collection](#)
SHOP WESTIN

- [Signature Fragrance](#)
SHOP SHERATON
- [Shiso Tea Fragrance Collection](#)
SHOP RENAISSANCE

BANNER (for members with a points balance of XX,XXX+)
Copy: Shop the [EDITION Candle](#) starting at 21,000 points.
URL:

Section 5

Headline: Bespoke Amenities

Subhead: Make every day a lavish spa experience.

- [Byredo Bath & Spa](#)
SHOP THE LUXURY COLLECTION
- [Le Labo Bath Set](#)
SHOP EDITION
- [Signature Bath & Body](#)
SHOP JW MARRIOTT
- [Relâche Spa Collection](#)
SHOP GAYLORD
- [39° North Hair & Body](#)
SHOP COURTYARD
- [This Works Bath Favorites](#)
SHOP MARRIOTT

BANNER (for members with a points balance of XX,XXX+)
Copy: Shop [Courtyard Bath and Body](#) starting at 6,000 points.
URL:

Section 6

Headline: Cozy Robes

Subhead: Lounge in style with these essentials.

- [Textured Microfiber](#)
SHOP W HOTELS
- [Plush Cotton](#)
SHOP THE RITZ-CARLTON
- [Exquisite Velour](#)
SHOP ST. REGIS
- [Tailored Silhouettes](#)
SHOP WESTIN
- [Sheered Terry](#)
SHOP RENAISSANCE

- [Relaxing Cotton](#)
SHOP MARRIOTT

BANNER (for members with a points balance of XX,XXX+)

Copy: Shop the [W Hotels Pink Trim Robe](#) starting at 33,000 points.

URL:

NEW MODULE

Headline: Shop All of Our Brands

Copy: Bring travel home with exquisite comforts from your favorite hotels.

CTA: EXPLORE MARRIOTT BONVOY BOUTIQUES

URL: <https://www.boutiques.marriottbonvoy.com/>

MBB PROOF POINTS

Headline: Why Shop Marriott Bonvoy® Boutiques?

- **Durability and Quality**
Our products undergo rigorous and consistent use in our hotels, ensuring longevity in your home.
- **Trusted Reputation**
For 60+ years, we've delivered unrivaled accommodations over one million nightly guests can depend on.
- **Members Get More**
Earn up to 6x points when using a Marriott Bonvoy Credit Card and 10K points on mattress purchases. Get the most out of your points. Use them at all of our boutiques.