

MAR1136 Americas Jan

Theme: Sun and Sand

PCIQ Subject Line

SL 1: (List)(Personalization) 5 Ways to Save While Planning Your Retreat[, Fname]

SL 2: (Intrigue)(Emoji) Traveling to Paradise is Rewarding This Winter 

SL 3: (Direct)(Personalization)(Emoji) Find Your Happy Place in Florida[, Fname] 

SL 4: (Short)(Personalization) Warm Weather is Calling[, Fname]

PH: Escape to the sand and sun at one of our resorts and earn a \$50 credit.

Notes:

HERO

Headline Options:

- Seek Out the Sun / *And Earn a \$50 Credit.*
- Find Fun in the Sun / *While Enjoying a \$50 Credit.*
- Take a Break From Winter / *Discover Fun in the Sun*
- Brighten Your Winter / *In Someplace Warm and Sunny.*

Copy (Targeted Member)

Target: US and Canada

Copy: The hustle and bustle of the holidays has come to an end. Start 2023 off right with a relaxing trip to somewhere warm. Soak up the sun and save when you stay 4 days or more at select resorts in Florida, Hawaii, Mexico, and more.

CTA: SEE OFFER

URL: <https://hotel-deals.marriott.com/resorts/>

MEMBER MESSAGE

Remember, as a Marriott Bonvoy® member, you receive exclusive rates when you book direct on marriott.com or our app. Plus, earn points during your stay toward free nights, extraordinary experiences, and more.

CTA: BOOK NOW

URL: <http://www.marriott.com>

Copy (Targeted Non-Member)

Target: US and Canada

Copy: The hustle and bustle of the holidays has come to an end. Start 2023 off right with a relaxing trip to somewhere warm. Soak up the sun and save when you stay 4 days or more at select resorts in Florida, Hawaii, Mexico, and more.

CTA: SEE OFFER

URL: <https://hotel-deals.marriott.com/resorts/>

JOIN NOW BANNER

Targeted: Non-Members

Headline: Not a Member?

Copy: Membership is free and full of unlimited travel possibilities. Join today to start earning points toward free nights, flights, and unparalleled experiences.

CTA: JOIN MARRIOTT BONVOY

URL: <https://www.marriott.com/loyalty/createAccount/createAccountPage1.mi>

- **SECONDARY**

Section Headline: Indulge in Seasonal Savings

- **Headline:** Extend Your Stay

Copy: Relax longer and save this season. Book 5 nights or more at hotels, and 7 or more nights at resorts, to unlock special rates.

CTA: ESCAPE WINTER LONGER

ALT: LEARN MORE

URL:

<https://www.marriott.com/offers/long-term-stay-savings-in-the-u-s-and-canada-1355935>

- **Headline:** Plan a Local Escape

Copy: Pick an adventure nearby and enjoy exclusive offers at properties in the U.S., Canada, the Caribbean, and Latin America.

CTA: SEE STAYCATIONS

URL:

<https://www.marriott.com/offers/save-on-a-staycation-in-the-us-and-canada-1355589>

- **Headline:** Journey to the City

Copy: Reset and recharge after your holiday celebrations with incredible rates in cities across the U.S. and Canada.

CTA: EXPLORE A NEW CITY

URL: <https://hotel-deals.marriott.com/rediscover-downtown/>

- **Headline:** A Rewarding Retreat

Copy: Treat yourself to a well-deserved stay of 7 nights or more at participating properties to receive a \$25 grocery gift card.

CTA: EARN A \$25 GIFT CARD

URL:

<https://www.marriott.com/offers/stay-longer-and-save-in-the-us-and-canada-1355871>

RABs

Headline: Refresh Your Space

Copy: Give your home a makeover and get rewarded with 25% off bedding **and beds and** 30% off select linens and bath **at** Shop Marriott's White Sale.

CTA: SHOP NOW

URL:

https://www.shopmarriott.com/?utm_source=marriott-bonvoy-email&utm_medium=americas&utm_term=image-secondary&utm_content=202301&utm_campaign=white-sale

Headline: Hit the Slopes

Copy: Find your mountain this winter while flying with United to North America's most popular ski destinations. United serves more U.S. ski destinations than any other airline.

CTA: BOOK A FLIGHT

URL:

https://www.united.com/en-us/flights-to-ski-destinations?utm_source=Marriott_Ski_Email&utm_medium=email&utm_campaign=Ski2022

Flash Content

Headline: Unwind in Florida

Copy: Discover 7 ways to escape the cold and enjoy endless sunshine in Florida.

CTA: DISCOVER FLORIDA

URL: <https://traveler.marriott.com/beach-travel/florida-winter-getaway/>