

## 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](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](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/>