

CHO 0341 OCTOBER USPN

SL: [##EXC_display_first_name##,]Your October Account Status

PH: Free Nights. New Perks. Your October Newsletter is Jam-Packed!

Hero Module Fall Promo

I think this should be last chance-esque messaging (they have a month left). Also, they only referred to using register in the brief, but I imagine we'll want book, too.

Register

alt tag: Fall free night promo

Hero Image: ONE STAY
TWO STAYS
FREE STAY!

Headline: DON'T MISS OUT ON FREE NIGHTS...

Subheadline: Register Today to Start Earning

Copy: [##EXC_display_first_name##, register][Register]today and every two separate, qualifying stays through **November 8, 2019** will earn you enough points to redeem for a free night at over 1,000 **Choice Hotels® properties.**

CTA: One Click to Register

Book

alt tag: Fall free night promo

Hero Image: ONE STAY
TWO STAYS
FREE STAY!

Headline: DON'T MISS OUT ON FREE NIGHTS...

Subheadline: Book Today to Start Earning

Copy: [##EXC_display_first_name##, book][Book]today and every two separate, qualifying stays through **November 8, 2019** will earn you enough points to redeem for a free night at over 1,000 **Choice Hotels® properties.**

CTA: Book Today

Meet Me at Clarion Module

~~**Headline:** Old Friends. New Memories. Get Together at Clarion®.~~

Headline: Save 15% on Your Next Clarion® Hotels Stay

Callout Bubble: Save 15% at Clarion

Copy: There are so many reasons to get together with friends and family: reunions, retreats, hangouts, celebrations, or just because! Now is the perfect time to plan your getaway and **save 15% at Clarion hotels**. Life is better when you get together.

CTA: BOOK NOW AND SAVE 15%

<https://www.choicehotels.com/clarion/meet-me-winner>

New Cambria Benefits Module

Alt tag: new benefits at Cambria Hotels

Headline: Choice Privileges® Just Got More Rewarding

Subheadline: Earn next level rewards when you stay at Cambria® Hotels.

- \$10 Cambria Credit: Redeem for up to \$10 at our bar & restaurant, which features local craft beers on tap, or at the marketplace.
- Double Your Extras: What's better than one Starbucks gift card? Two Starbucks gift cards—or enjoy your choice of double airline miles, shopping credits, and more when your booking includes a weeknight stay.
- Status Match Plus: Have Elite Status at another brand? If so, you'll be eligible for our top tier, Choice Privileges Diamond Elite Status.

CTA: Book Now for Rewards

<http://media.choicehotels.com/2019-08-01-Choice-Hotels-Rewards-Business-Travelers-With-New-Cambria-Perks>

New Elite Benefits Module

Alt tag: new perks for Choice Privileges members

Headline: Introducing New Perks for Elite Members!

Copy: We're saying thank you to our most loyal members with amazing new benefits! Discover these **exclusive perks** that are sure to make your next stay even more rewarding.

- Early check-in and late check-out¹
- Reserved parking²
- Bonus points with Golf by Choice
- Elite customer hotline³
- Bonus points on Bluegreen Vacations®
- Travel partner perks and savings
- Rollover nights

CTA: Learn More

<https://www.choicehotels.com/choice-privileges/benefits>

Vacation Rentals

alt tag: explore Vacation Rentals properties across the US

Headline: Escape for a Long Weekend This Fall

Copy: **Fall is the perfect time to earn and redeem with a relaxing Vacation Rentals getaway!** Rent a cabin, home, or condo with family and friends and explore destinations including Lake Tahoe, the Smoky Mountains, Breckenridge, and Orlando.

CTA: Book Now

https://www.choicevacationrentals.com/?utm_source=cp%20email&utm_medium=email&utm_campaign=2019_october_newsletter

Special Hotel Promotion

Headline: Discover Luxury at Thousand Hills

Bubble: Earn 500 Bonus Points

Copy: Enjoy the famous Branson sights and attractions when you stay at a luxurious and centrally located Thousand Hills rental. Plus, **stay 3 nights or more and you'll earn an additional 500 bonus points.**

CTA: Book Now

CPV Acquisition Module

Standard module with "Earn 32,000 Points" callout bubble

Apply: <https://www.barclaycardus.com/apply/Landing.action?campaignId=2644&cellNumber=6>

T&C: <https://www.barclaycardus.com/apply/action/tncContent?prodidreq=CCVVS78308>

CPV Spend Module

alt tag: earn points on every transaction with Choice Privileges Visa Signature card

Headline: [##EXC_display_first_name##,]You Could Earn Points With Every Swipe!

Copy: As a Choice Privileges® Visa Signature® cardmember, you earn:

- 15 points per \$1 spent at eligible Choice® Hotels
<https://www.choicehotels.com/choice-privileges>
- 5 points per \$1 spent on eligible Choice Privileges® points or gift cards
<https://www.choicehotels.com/choice-privileges/buy-points>
- 2 points per \$1 spent on all other purchases
<https://www.choicehotels.com/choice-privileges>

World Travel Holdings Module

alt tag: earn 15 points per \$1 spent on Cruises

Headline: Cruise into Earning

Bubble: Earn 15 Points Per \$1 Spent

Copy: Now's the time to set sail! **Members earn up to 15 points per \$1 spent** on sailings with Cruises for Choice Privileges®.* Valid on cruises booked between September 20 and October 18, 2019, for sailings departing by December 31, 2020.

CTA: Cruise into Points

New Hotel Openings

Cambria Hotel Bettendorf – Quad Cities

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

Comfort Inn & Suites – Rock Hill, SC USA

<https://www.choicehotels.com/south-carolina/rock-hill/comfort-inn-hotels/sc546>

Comfort Inn & Suites – North Platte, NE USA

<https://www.choicehotels.com/nebraska/north-platte/comfort-inn-hotels/ne177>

Mainstay Suites – Columbus, OH USA

<https://www.choicehotels.com/ohio/columbus/mainstay-hotels/oh778>

Econo Lodge – Houston, TX USA

<https://www.choicehotels.com/texas/houston/econo-lodge-hotels/txj51>