

MAR1242 US Canada Demand Gen August



PCIQ Subject Line

SL 1: (Offer)(Personalization) [Fname,] Earn up to a \$100 Credit on Resorts

SL 2: (Intrigue)(Personalization) [Fname,] Make the End of Summer Magical

SL 3: (Listicle)(Long)(Emoji) 🌸 6 Ways to Experience the Ultimate End-of-Summer Adventure

SL 4: [Personalization][Emoji][Direct] [Fname,] Say Yes to a Last-Minute Getaway 🌸

PH: Earn 2,000 bonus points, save on downtown trips, and more.

Theme: End of Summer Savings

Notes: *Default SL

HERO:

Headline Options:

- Manifest Your Dream Vacation. / *End the Summer at a Resort.*
- Make End-of-Summer Memories / *With a Lavish Resort Stay.*
- Elevate Your End-of-Summer Adventure / *Book an Unforgettable Resort Trip.*
- Discover End-of-Summer Magic / *At an Enchanting Resort Destination.*
- Embrace End-of-Summer Beauty / *At a Remarkable Resort Destination.*

Copy (Targeted Member):

Target: US and Canada

Copy: [Fname, say][Say] goodbye to summer in style. Explore our unmatched resort collection in the U.S., Canada, the Caribbean, and Latin America for an unforgettable end-of-summer getaway.

CTA: EARN UP TO \$100 CREDIT

URL: <https://www.marriott.com/offers/resort-vacations-1355738>

Copy (Targeted Non-Member):

Target: US and Canada

Copy: [Fname, say][Say] goodbye to summer in style. Explore our unmatched resort collection in the U.S., Canada, the Caribbean, and Latin America for an unforgettable end-of-summer getaway.

[Join Marriott Bonvoy](#)® during checkout and enjoy our **best rate guarantee, free Wi-Fi and points on stays.**

CTA: EARN UP TO \$100 CREDIT

URL: <https://www.marriott.com/offers/resort-vacations-1355738>

RAB Maui Relief

Headline: Support Maui Relief Efforts

Copy: Marriott International is heartbroken to see the devastation caused by extreme winds and severe brush fires on the Island of Maui, Hawaii. Please consider joining Marriott in supporting relief efforts by donating points. Marriott Bonvoy will match donations up to 50 million points through the end of September.

CTA: DONATE NOW

URL: <https://giving.marriott.com/DisasterRelief#/?disasterId=1>

SECONDARY:

Section Headline: Dive Into End-of-Summer Savings

- **Eyebrow:** Save 10%
Headline: Discover Downtown
Copy: Plan a trip to the heart of the city and enjoy remarkable savings at select properties.
CTA: UNCOVER URBAN TREASURES
URL: <https://www.marriott.com/offers/rediscover-downtown-and-save-off-27626>
- **Eyebrow:** Extend Your Relaxation
Headline: Vacation Mode Activated
Copy: Explore unbeatable rates on stays of 5+ nights at participating hotels and resorts.
CTA: SEEK YOUR SANCTUARY
URL: <https://www.marriott.com/offers/long-term-stay-savings-in-the-u-s-and-canada-1355935>
- **Eyebrow:** Maximize Your Comfort
Headline: Suite Serenity Awaits
Copy: Embrace summer's end with a complimentary room upgrade or discounted suite.
CTA: ELEVATE YOUR EXPERIENCE
URL: <https://www.marriott.com/offers/suiten-your-stay-in-the-us-and-canada-1355717>

- **Eyebrow:** Save on 5+ Nights

Headline: Unwind Longer

Copy: Save on stays at select Residence Inn, TownePlace Suites, and Element hotels.

CTA: FIND YOUR HAPPY PLACE

URL:

<https://www.marriott.com/offers/long-term-stay-savings-at-extended-stay-hotels-off-42540>

- **Eyebrow:** Save on Local Packages

Headline: Unveil Summer Bliss

Copy: Save on incredible packages at select properties in the U.S. and Canada.

CTA: DISCOVER MAGIC NEARBY

URL:

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

RABs

Headline: Indulge in a Thrilling Race Weekend

Copy: Use points to experience an adrenaline rush of a lifetime in Austin with the Mercedes-AMG PETRONAS F1 Team. Witness the action from prime seats as the team races to victory with Marriott Bonvoy Moments™.

CTA: VIEW MOMENTS

URL: <https://moments.marriottbonvoy.com/en-us/partners/mercedes-amg-petronas>

Section Headline: Unveil Your Next Adventure

Destination Canada

Headline: Uncover Canada's Beauty

Copy: From urban adventures to outdoor wonders, save on stays of 5 nights or more across Canada.

CTA: LEARN MORE

URL: <https://www.marriott.com/offers/canada-page-lts-offer-off-82312>

EMEA

Headline: When in Europe, Escapism IS Endless

Copy: Escape to idyllic European destinations and experience the ultimate rest and reset at our exceptional resorts.

CTA: WANDER EUROPE'S WONDERS

URL: <https://www.emea.marriott.com/en/offers/resorts>

Featured Properties:

[Marriott Scottsdale Camelback Inn Resort & Spa](#)

[Alero Scottsdale Resort, Autograph Collection](#)

GALA

Headline: Members Earn More

Copy: ~~Marriott Bonvoy members can earn up to 10,000 points per stay at participating hotels across the Caribbean and Latin America.~~

CTA: ~~SEEK OUT PARADISE~~

URL: