

MAR 0995 - United Solo

EMAIL 1

Audience: Registered Titanium and Ambassador members to remind them of their benefits and notify them of the new miles-to-points cap of 100K miles (it was 50K miles before).

SL: Choose United & Fly With Benefits

PH: Your [Ambassador][Titanium] Elite status is the key to exclusive travel perks.

HERO

Design: logo lockup

Headline: Fly Higher[, Fname], And Enjoy Your Perks.

Copy: [Fname,]As a Marriott Bonvoy® [Titanium][Ambassador] Elite member with complimentary United MileagePlus® Premier® Silver status, you'll enjoy plenty of perks on your next flight with United Airlines®.

CTA: SEE YOUR PERKS

<https://fly-united.marriott.com>

SECONDARY

Section Headline: Soar With Style

Subhead: Here are just a few of your exclusive benefits with MileagePlus Premier Silver status*.

Copy:

- Complimentary **access to Economy Plus®** at check-in for you and a companion, when available
- Complimentary **Premier Upgrade confirmation** as early as day of departure, when available
- Choice of **preferred seating** during booking for a more favorable spot
- One **complimentary checked bag** (up to 70 pounds (32 kg))
- Premier Access® **priority airport services**, where available
- **7 award miles for every dollar** you spend on United flights

CTA: LEARN MORE

<https://fly-united.marriott.com>

TERTIARY

Section Headline: Make the Most of Your Miles and Points.

Subhead: Enjoy the richest transfer options with MileagePlus.

Copy:

- **Points to Miles:** Convert your Marriott Bonvoy points at a rate of 3 points to 1.1 miles (exclusively available with MileagePlus).

CTA: LEARN MORE

<https://www.marriott.com/loyalty/redeem/travel/points-to-miles.mi>

- **Miles to Points:** Convert your MileagePlus miles to Marriott Bonvoy points at a rate of 1:1. ** Premier Status Required

CTA: LEARN MORE

<https://marriottbonvoy.unitedmileageplus.com/#miles>

EMAIL 2

Audience: *Non-registered Titanium and Ambassador members to drive RewardsPlus registrations.*

SL: Exclusive Offer for [Titanium][Ambassador] Elite Members

PH: Receive status with United MileagePlus when you register today.

HERO

Design: logo lockup

Headline: Fly Higher[, Fname], *When You Register for Status.*

Copy: [Fname,]As a Marriott Bonvoy® [Titanium][Ambassador] Elite member, you are eligible to register for complimentary United MileagePlus® Premier® Silver status and perks. **Just register today** and you could start enjoying those perks on your next trip.

CTA: REGISTER FOR STATUS

<https://fly-united.marriott.com>

SECONDARY

Section Headline: Soar With Style

Subhead: Once you register and receive your complimentary MileagePlus Premier Silver status, you will enjoy these exclusive benefits*:

Copy:

- Complimentary **access to Economy Plus®** at check-in for you and a companion, when available
- Complimentary **Premier Upgrade confirmation** as early as day of departure, when available
- Choice of **preferred seating** during booking for a more favorable spot
- One **complimentary checked bag** (up to 70 pounds (32 kg))
- Premier Access® **priority airport services**, where available
- **7 award miles for every dollar** you spend on United® flights

CTA: REGISTER

<https://fly-united.marriott.com>

TERTIARY

Section Headline: Make the Most of Your Miles and Points.

Subhead: Enjoy the richest transfer options with MileagePlus.

Copy:

- **Points to Miles:** Convert your Marriott Bonvoy points at a rate of 3 points to 1.1 miles (exclusively available with MileagePlus).

CTA: LEARN MORE

<https://www.marriott.com/loyalty/redeem/travel/points-to-miles.mi>

- **Miles to Points:** Convert your MileagePlus miles to Marriott Bonvoy points at a rate of 1:1. ** Premier Status Required

CTA: LEARN MORE

<https://marriottbonvoy.unitedmileageplus.com/#miles>

EMAIL 3

Audience: Silver, Gold, and Platinum members to make them aware of the member benefits.

SL: [Fname,]Your Status is the Key to Earning More Miles with United MileagePlus

PH: Our preferred partnership with MileagePlus gives you more earning options.

HERO

Design: Logo lockup

Headline: Fly Higher[, Fname], *With Elevated Benefits.*

Copy: [Fname,]As a Marriott Bonvoy® [Platinum][Gold][Silver] Elite member, you can enjoy elevated benefits with United MileagePlus®.

CTA: LEARN MORE

<https://fly-united.marriott.com>

SECONDARY

Section Headline: Make the Most of Your Miles and Points.

Subhead: Enjoy the richest transfer options with MileagePlus.

Copy:

- **Points to Miles:** Convert your Marriott Bonvoy points at a rate of 3 points to 1.1 miles (exclusively available with MileagePlus).

CTA: LEARN MORE

<https://www.marriott.com/loyalty/redeem/travel/points-to-miles.mi>

- **Miles to Points:** Convert your MileagePlus miles to Marriott Bonvoy points at a rate of 1:1. ** Premier Status Required

CTA: LEARN MORE

<https://marriottbonvoy.unitedmileageplus.com/#miles>

CTA: LEARN MORE

<https://fly-united.marriott.com>

TERTIARY

Targeting: Platinum Elite (collapse for Silver and Gold)

Headline: [Fname,]See Your Benefits Take Off.

Copy: You're close to unlocking more benefits. Once you stay 75 nights and achieve Marriott Bonvoy Titanium Elite status, you can register for MileagePlus Premier® Silver status* and enjoy even more benefits.

CTA: LEARN MORE

<https://fly-united.marriott.com>

FOR ALL 3 VERSIONS

Terms and Conditions apply (<https://fly-united.marriott.com/terms.html>)

*MileagePlus rules: The accrual of miles and Premier qualifying credits, redemption of awards and provision of benefits through the United MileagePlus program, including the Premier Program, are subject to change and are subject to the rules of the MileagePlus program. For more information on Premier Silver status, visit united.com/premier.

**Only MileagePlus members who are Premier® Silver or higher are eligible to convert MileagePlus miles into Marriott Bonvoy points. Convert up to 100,000 award miles into Marriott Bonvoy points each calendar year.