

MAR1340 Boutiques March

PCIQ Subject Lines:

SL 1: ~~(Long)(Offer)~~: Achieve the Sleep of Your Dreams With Our World Sleep Day Sweepstakes!

SL 2: ~~(Long)(Offer)~~: Transform Your Sleep This World Sleep Day — Win a Marriott Hotels Bed

SL 3: ~~(Intrigue)(Question)(Offer)~~: Ever Dreamed of Winning a Marriott Hotels Bed? Here Is Your Chance!

SL 4: ~~(Offer)(Direct)~~: [Fname,]Enter to Win a Marriott Hotels Bed or 2-Night Stay

SL: Enter to Win a 2-Night Stay or Marriott Bed during our World Sleep Day Sweepstakes

PH: Shop bedding, linens, fragrances, and more from your favorite hotel collections.

Notes: *Default SL

Theme: World Sleep Day

HERO:

Headline: Celebrate Great Sleep

Headline: Celebrate Great Sleep with Our World Sleep Day Sweepstakes

Alt Headline: Celebrate Superior Slumber with Our World Sleep Day Sweepstakes

Copy: Enter for a chance to win a Marriott Hotels bed or a two-night stay at any Marriott Bonvoy hotel. Plus, Marriott Bonvoy members have a chance to win both.

CTA: ENTER NOW

URL: TBD

Enrollment Message: Remember, as a member you earn points toward free nights with every stay at over 30 hotel brands and 10,000 global destinations. [Join now!](#)

REDEMPTION MODULE

Design Note: Pick up from previous design

RECENT STAY MODULE

Design Note: Pick up from previous design

SHOP MARRIOTT ONLY

Headline: For You[, Fname]

Thank you for your recent stay at [Property]. Browse our selection of amenities, [fragrances,] linens, and more — and don't forget to redeem your points.

CTA: SHOP MARRIOTT

URL: <https://www.shopmarriott.com/>

SECONDARY

Section Headline: Create Your Peaceful Retreat

Subhead: Beds, bedding, and more to help you unwind.

Section 1

Headline: The Foundation of Sweet Dreams

[The Ritz-Carlton Bed](#)

SHOP THE RITZ-CARLTON

[EDITION Hotel Bed](#)

SHOP EDITION

[W Hotels Beds](#)

SHOP W HOTELS

[Westin Heavenly® Bed](#)

SHOP WESTIN

Banner: BESTSELLER

[Marriott Hotels Bed](#)

SHOP MARRIOTT

[Le Méridien Bed](#)

SHOP LE MERIDIEN

Points Banner: Redeem for the [Marriott Hotels Bed](#). >>

Section 2

Headline: Comfy Bedding Essentials

[Refined Bedding Sets](#)

SHOP ST. REGIS

[Signature Featherbed](#)

SHOP THE RITZ-CARLTON

[The Luxury Collection Duvet](#)

SHOP THE LUXURY COLLECTION

[The Marriott Pillow](#)

SHOP MARRIOTT

Banner: MEMBER FAVORITE

[Diamond Down Blanket](#)

SHOP SHERATON

[Plush Bedding Set](#)

SHOP LE MERIDIEN

Points Banner: Shop [The Marriott Pillow](#) starting at 21,000 points. >>

Section 3

Headline: Stylish Linen Collections

[Embroidered Linens](#)

SHOP THE RITZ-CARLTON

[Diamond Pattern Linens](#)

Banner: BESTSELLER

[Silky Linens](#)

SHOP W HOTELS

[Textured Linen Set](#)

SHOP COURTYARD

[Signature Linen Set](#)

SHOP MARRIOTT

[Ultra Luxe Sheet Set](#)

SHOP WESTIN

Points Banner: Shop Textured Pillow Shams starting at 11,000 points. >>

Section 4

Headline: Exclusive Fragrances to Inspire Relaxation

[EDITION Fragrance Collection](#)

SHOP EDITION

Banner: BESTSELLER

[Caroline's Four Hundred Room Fragrance](#)

SHOP ST. REGIS

[Signature Fragrance](#)

SHOP THE RITZ-CARLTON

[White Tea Collection](#)

SHOP WESTIN

[Shiso Tea Fragrance](#)

SHOP RENAISSANCE

[LM002 Votive](#)

SHOP LE MERIDIEN

Points Banner: Shop the [EDITION Candle](#) starting at 21,000 points. >>

Section 5

Headline: Soothing Self-Care Bestsellers

[Le Labo Bath & Body](#)

Banner: MEMBER FAVORITE

[Frette Microfiber Robe](#)

SHOP THE RITZ-CARLTON

[Byredo Bath Collection](#)

SHOP THE LUXURY COLLECTION

[Alice+Co Bath & Body](#)

SHOP FAIRFIELD

[Terry Robe](#)

SHOP RENAISSANCE

[White Tea Bath & Body](#)

SHOP WESTIN

Points Banner: Shop [Westin White Tea Body Lotion](#) at 6,000 points. >>

Section 6

Headline: Cozy Must-Haves

[Frette 1860 Pajamas](#)

SHOP ST. REGIS

[Faux Fur Blankets](#)

SHOP EDITION

[Rosebud Throw Pillows](#)

SHOP THE RITZ-CARLTON

[Heavenly Dog Bed](#)

SHOP WESTIN

Banner: MEMBER FAVORITE

[Deep Sleep Pillow Spray](#)

SHOP MARRIOTT

[Stylish Throws](#)

SHOP RENAISSANCE

Points Banner: Shop [Deep Sleep Pillow Spray](#) at 10,000 points. >>

NEW MODULE

Headline: Shop All of Our Brands

Copy: Bring travel home with exquisite comforts from your favorite hotels.

CTA: EXPLORE MARRIOTT BONVOY BOUTIQUES

URL: <https://www.boutiques.marriottbonvoy.com/>

MBB PROOF POINTS

Headline: Why Shop Marriott Bonvoy® Boutiques?

- **Durability and Quality**
Our products undergo rigorous and consistent use in our hotels, ensuring longevity in your home.
- **Trusted Reputation**
For 60+ years, we've delivered unrivaled accommodations to over one million nightly guests can depend on.
- **Members Get More**
Earn up to 6x points when using a Marriott Bonvoy Credit Card and 10K points on

mattress purchases. Get the most out of your points. Use them at all of our boutiques.