CALL SCRIPT

for

‘Luxury Culinary and Wine’ – Summer 2019 Themed Consumer Campaign

DIRECT MAIL COMPONENT:

Hello [first name],

I wanted to follow up with you to make sure you received *Escape* magazine that I sent to you. In case you have not looked at it yet, it is full of wonderful articles on culinary and wine experiences while traveling various parts of the world. In addition are special offers from some of our favorite luxury supplier partners such as AmaWaterways, Crystal Cruises, Palace Resorts, Regent Seven Seas, just to name a few.

Should something spark your interest, please let me know, and I would be happy to research it for you!

(TIP: Make sure you participate in the digital marketing portion of this campaign, and add your email address to the list, so that you can forward the digital version to the client if needed.)

EMAIL COMPONENT:

Hello [first name],

I wanted to follow up with you to make sure you received the digital version of *Escape* magazine that I sent to you. In case you have not looked at it yet, it is full of wonderful articles on culinary and wine experiences while traveling various parts of the world. In addition are special offers from some of our favorite luxury supplier partners such as AmaWaterways, Crystal Cruises, Palace Resorts, Regent Seven Seas, just to name a few.

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