CALL SCRIPT

‘Vacation on Ice’ – Fall 2019 Themed Consumer Campaign

DIRECT MAIL COMPONENT:

Hello {name},

I wanted to follow up with you to make sure you received the most recent *Escape* magazine that I sent featuring ultimate holiday on ice travels. It is full of wonderful articles on traveling to exciting parts of the world such as Alaska, Antarctica, Hawaii, Iceland and the Swiss Alps. If you dream of experiencing glaciers, wildlife or winter ski trips, then this edition of *Escape* will surely inspire you to consider booking your trip now. As always, you’ll find special offers from some of our favorite supplier partners, such as Silversea, Hurtigruten, Norwegian Cruise Line and Club Med, just to name a few.

Should something interest you, 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 most recent *Escape* e-magazine that I sent featuring ultimate holiday on ice travels. It is full of wonderful articles on traveling to exciting parts of the world, such as Alaska, Antarctica, Hawaii, Iceland and the Swiss Alps. If you dream of experiencing glaciers, wildlife or winter ski trips, then this edition of *Escape* will surely inspire you to consider booking your trip now. As always, you’ll find special offers from some of our favorite supplier partners such as Silversea, Hurtigruten, Norwegian Cruise Line and Club Med, just to name.

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