CALL SCRIPT

Summer and Family Travel – Winter 2020 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 Summer and Family Travel. As we look forward to a new year, it’s important to stay focused on the things that bring us joy, such as travel. *Escape* is full of wonderful articles on experiences and destinations full of family and summer fun summer fun – all while staying safe – including Alaska, Jamaica and four amazing coastal cities.

If you dream of an unforgettable vacation designed to help you create fond family memories, then this edition of *Escape* will surely inspire you to when you’re ready to travel. As always, you’ll find special offers from some of our favorite supplier partners, such as Celebrity, Princess, Sandals, Norwegian Cruise Line and Royal Caribbean.

We do understand that travel may not be on your agenda right now, but it will return in the months to come. Should something interest you, please let me know, and I would be happy to research it for you! And, when you are ready to turn these travel dreams into reality, you can rely on our agency. We are here for you, whenever you need us.

**(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 Summer and Family Travel. As we look forward to a new year, it’s important to stay focused on the things that bring us joy, such as travel. *Escape* is full of wonderful articles on experiences and destinations full of family and summer fun – all while staying safe – including Alaska, Jamaica and four amazing coastal cities.

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