CALL SCRIPT

Fun & Sun Travel – Winter 2022 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 Fun & Sun Travel. As we move forward, it’s important to stay focused on the things that bring us joy, such as travel. *Escape* is full of wonderful articles on Diving into Turks and Caicos, 6 Exceptional Dining Experiences in the Caribbean, Mexico’s Most Captivating Mayan Sites, and the Ultimate Must-See Guide to the Hawaiian Islands.

If you dream of an unforgettable winter getaway with fun and sun-filled adventures, then this edition of *Escape* will surely inspire you to make those dreams come true. As always, you’ll find carefully curated content from some of our favorite partners, such as Celebrity Cruises, Royal Caribbean International, Virgin Voyages, Beaches Resorts, Norwegian Cruise Line, Princess Cruises, and Funjet Vacations.

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 {name},

I wanted to follow up with you to make sure you received the most recent *Escape* magazine that I sent featuring Fun & Sun Travel. As we move forward, it’s important to stay focused on the things that bring us joy, such as travel. *Escape* is full of wonderful articles on Diving into Turks and Caicos, 6 Exceptional Dining Experiences in the Caribbean, Mexico’s Most Captivating Mayan Sites, and the Ultimate Must-See Guide to the Hawaiian Islands.

If you dream of an unforgettable winter getaway with fun and sun-filled adventures, then this edition of *Escape* will surely inspire you to make those dreams come true. As always, you’ll find carefully curated content from some of our favorite partners, such as Celebrity Cruises, Royal Caribbean International, Virgin Voyages, Beaches Resorts, Norwegian Cruise Line, Princess Cruises, and Funjet Vacations.

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.)**