CALL SCRIPT

Luxury Wanderlust – Spring 2023 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 Luxury Wanderlust. This *Escape* edition features wonderful content including an exclusive interview with Sandals & Beaches Resorts’ CEO, Adam Stewart, a nightlife guide to Brazil’s seaside playground, the ultimate luxury packing list, and much more!

If you dream of an unforgettable immersive and luxurious experience, 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 Oceania Cruises, Celebrity Cruises, Sandals Resorts, Norwegian Cruise Line, Cunard, Journese, United Airlines, Azamara, Royal Caribbean International, and Viking Cruises.

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 Luxury Wanderlust. This *Escape* edition features wonderful content including an exclusive interview with Sandals & Beaches Resorts’ CEO, Adam Stewart, a nightlife guide to Brazil’s seaside playground, the ultimate luxury packing list, and much more!

If you dream of an unforgettable immersive and luxurious experience, 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 Oceania Cruises, Celebrity Cruises, Sandals Resorts, Norwegian Cruise Line, Cunard, Journese, United Airlines, Azamara, Royal Caribbean International, and Viking Cruises.

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.)**