**FUC Content Library - MAR 1086**

**Points Promo**

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## Offers & Promotions

#### Points Promo

* + Web (Shop & Buy)
    - Headline: Boost Your Points Balance  
      Copy: Book a bucket-list trip, spend more nights out on the town, and do more of what you love.  
      CTA: Buy Points
  + Email
    - Headline: Boost Your Points Balance  
      Copy: Book a bucket-list trip, spend more nights out on the town, and do more of what you love.  
      CTA: Buy Points

<https://buy.points.com/marketing/marriott/landing_page/index.html>

## Partners - Internal

#### HVMI

* + Web (Imagine & Browse)
    - Eyebrow: HVMI Logo  
      Headline: Searching for Space to Unwind?

Copy: Find the perfect home for an extended getaway, with flexible cancellation and all the assurances of Marriott.  
CTA: Explore Private Homes

* + Web (Shop & Buy)
    - Eyebrow: HVMI Logo  
      Headline: Your Private Home Awaits

Copy: Find the perfect home for an extended getaway, with flexible cancellation and all the assurances of Marriott.  
CTA: Reserve Now

* + Email
    - Eyebrow: HVMI Logo  
      Headline: Private Home Rentals

Copy: Find the perfect home for an extended getaway, with flexible cancellation and all the assurances of Marriott.  
CTA: Book a Private Home

<https://homes-and-villas.marriott.com>

## Demand Generation

#### Rediscover Downtown

* + Web (Shop & Buy)
    - Headline: Rediscover Downtown  
      Copy: Celebrate in the city with savings on select urban escapes.  
      CTA: Book Now
  + Email
    - Headline: Rediscover Downtown  
      Copy: Celebrate in the city with savings on select urban escapes.  
      CTA: Book Now

<https://hotel-deals.marriott.com/rediscover-downtown/>

#### Escapes

* + Web (Imagine & Browse)
    - Eyebrow: MBV Escapes Logo  
      Headline: Get Away for Less

Copy: Save up to 25% on weekend getaways at participating hotels and resorts.  
CTA: Book Now

* + Web (Shop & Buy)
    - Eyebrow: MBV Escapes Logo  
      Headline: Save up to 25%  
      Copy: Find your next weekend getaway at participating hotels and resorts.  
      CTA: Book Now
  + Email
    - Eyebrow: MBV Escapes Logo  
      Headline: Get Away for Less

Copy: Save up to 25% on weekend getaways at participating hotels and resorts.  
CTA: Book Now

<https://hotel-deals.marriott.com/last-minute-hotel-deals/>

#### Escape to Luxury

* + Web (Imagine & Browse)
    - Eyebrow: Escape to Luxury logo  
      Headline: Dreaming of Travel?

Copy: Enjoy a credit of up to $300 and indulge in wellness and relaxation.  
CTA: Reserve Today

* + Web (Shop & Buy)
    - Eyebrow: Escape to Luxury logo  
      Headline: Plan the Perfect Trip

Copy: Enjoy a credit of up to $300 and indulge in wellness and relaxation.  
CTA: Reserve Today

* + Email
    - Eyebrow: Escape to Luxury logo  
      Headline: Plan the Perfect Trip

Copy: Enjoy a credit of up to $300 and get exclusive access to luxury experiences in the most inspiring destinations.  
CTA: Reserve Today

<https://hotel-deals.marriott.com/escapetoluxury>

## Credit Card

#### Acquisition Cobrand (Bold)

* + Web (Imagine & Browse)
    - Headline: Dreaming of Travel?  
      Copy: Earn 30,000 points with the Marriott Bonvoy Bold® Card. No annual fee.  
      CTA: Learn More

Web (Shop & Research)

* + - Headline: Earn Points Towards Your Trip   
      Copy: Earn 30,000 points with the Marriott Bonvoy Bold® Card. No annual fee.  
      CTA: Apply Now
  + Email
    - Headline: Free Nights Ahead  
      Copy: Earn 30,000 points with the Marriott Bonvoy Bold® Card. No annual fee.  
      CTA: Apply Now

<https://www.marriott.com/loyalty/earn/credit-card-rewards.mi>

#### Acquisition Cobrand (Boundless)

* + Web (Imagine & Browse)
    - Headline: Dreaming of Travel?  
      Copy: For a limited time: Earn free nights with the Marriott Bonvoy Boundless® Card.   
      CTA: Learn More

Web (Shop & Research)

* + - Headline: Earn Points Towards Your Trip   
      Copy: For a limited time: Earn free nights with the Marriott Bonvoy Boundless® Card.   
      CTA: Apply Now
  + Email
    - Headline: Free Nights Ahead  
      Copy: For a limited time: Earn free nights with the Marriott Bonvoy Boundless® Card.   
      CTA: Apply Now

<https://www.marriott.com/loyalty/earn/credit-card-rewards.mi>

#### Acquisition Cobrand (Brilliant)

* + Web (Imagine & Browse)
    - Headline: Dreaming of Travel?  
      Copy: Earn 75,000 bonus points with the Marriott Bonvoy Brilliant™ American Express® Card.  
      CTA: Learn More

Web (Shop & Research)

* + - Headline: Earn Points Towards Your Trip   
      Copy: Earn 75,000 bonus points with the Marriott Bonvoy Brilliant™ American Express® Card.  
      CTA: Apply Now
  + Email
    - Headline: Free Nights Ahead  
      Copy: Earn 75,000 bonus points with the Marriott Bonvoy Brilliant™ American Express® Card.  
      CTA: Apply Now

<https://www.marriott.com/loyalty/earn/credit-card-rewards.mi>

#### Existing Cardholder Cobrand

* + Web (Imagine & Browse)
    - Headline: Get There Even Faster  
      Copy: Use your card to earn more points and Elite Night Credits, plus enjoy new card benefits.  
      CTA: See Benefits
  + Web (Shop & Research)
    - Headline: Plan the Perfect Trip  
      Copy: Use your card to earn more points and Elite Night Credits, plus enjoy new card benefits.  
      CTA: See Benefits
  + Web (Get Ready)
    - Headline: Make Your Trip More Rewarding  
      Copy: Use your card to earn more points and Elite Night Credits, plus enjoy new card benefits.  
      CTA: See Benefits
  + Email
    - Headline: Plan the Perfect Trip  
      Copy: Use your card to earn more points and Elite Night Credits, plus enjoy new card benefits.  
      CTA: See Benefits

<https://www.marriott.com/loyalty/earn/credit-card-rewards.mi>